

ABSTRACT

The purpose of this research is to test the influences of organization factor, human factor, technology factor toward CRM quality implementation and its effect to improvement of company performance. The usage of these variables is able to solve the arising problem within PT. Indosat.

The samples of this research consisted of a hundred and twenty outlets manager on PT. Indosat, tbk Semarang Branch. Structural Equation Modeling (SEM) was run by an AMOS software for data analysis. The result of the analysis showed that organization factor, human factor, technology factor contributes an positive influence, which is significant to CRM quality implementation, and CRM quality implementation contributes an positive influence, which is significant to company performance.

This empirical result indicated that in order to raise the standards of a company performance in PT. Indosat, company management need to pay attention to factors such as organization factor, human factor, technology factor and CRM quality implementation, because leverage company performance depend on it. Theoretical implications and suggestions for future research have been elaborated at the end of this study.

Key Words: organization factor, human factor, technology factor, CRM quality implementation, and company performance