

ABSTRACT

The main objective of this research is to analyze the behavior of costumers based on the performance of Customer Relationship Management (CRM). The object of this research is PT. Bank Negara Indonesia (Persero) Tbk. Semarang. The research problems are refer to the business phenomena in PT. Bank Negara Indonesia (Persero) Tbk. Semarang and some research gap based on previous researches. Therefore, the research problems are: “How to develop a costumer satisfaction, so that the customer behavior based on the performance of customer relationship management could be achieved complied with the particular expectation”. The purpose of this research is to investigate the path customer behavior based on customer relationship management performance.

Model formulated at this research aim to give critical understanding in concept and measurement of customer relationship management. This research measure human resources of competency, banking service quality, technological of banking, and customer satisfaction as antecedents and they have consequence to performance of customer relationship management. Besides the theoretical model, the researcher subsequently had compiled four hypothetics for this research. Purposive method had been used to gain valuable data in this study. Researcher used 110 respondends and all of them are customers of PT. Bank Negara Indonesia (Persero) Tbk. Semarang. All the data of this researched had been analyzed by Structural Equation Model with computer program: Amos 4.01.

The main findings of this research showed that Human Resources Competence has a positive impact on customer satisfaction. Bank service quality also has a positive impact on customer satisfaction as well as Banking Technology towards customer satisfaction. The main conclusion of this research is that the influence of customer satisfaction towards customer behavior based on performance of CRM had a significant (positive) impact. Hence, the crucial implications could be recommended for management is that the approach used in this study can help bank managers gain useful insight regarding the relative contribution of each of specific banking service quality dimension to the customer satisfaction, and customer behavior based customer relationship management performance.

Key Words: *Human Resource Competense, Banking Service Quality, Banking Technology, Customer Satisfaction, and Customer Behavior Based on Customer Relationship Management (CRM) Performance.*