Abstract

Nowadays, Customer Relationship Management (CRM) has become the important part of business due to the benefit of analyze sale opportunities, campaign management, personalization to each individual customer, cross-selling and up-selling. Unfortunately, many research evidence shows that most of the companies fail to make their Customer Relationship Management (CRM) effort to pay off. Thus success CRM is required appropriate operation of people factors for CRM installed companies but there is no commonly agreed frame study for the effective CRM's implementation and CRM's people factors toward CRM's success. Therefore this study aims to fulfill this gap and highlight the people factors toward CRM's success. The finding has shown there are three major factors of people factor toward the CRM's success, the major factors consist CRM's mindset, CRM's participation and CRM's communication. A case study of this research is the PTG Energy Company. As the result of Pearson product-moment correlation coefficient base on a case study of PTG Energy Company showed that these factors are positive associate to CRM success, CRM mindset and CRM success are medium positive associate with "0.57" of Pearson correlation coefficient, CRM participation and CRM success are small positive association with "0.35" of Pearson correlation coefficient, CRM communication and CRM success are large positive association with "0.70" of Pearson correlation coefficient. According to the result of this researching showed that PTG Energy Company was done a good of CRM communication for their employees but should improve the CRM

participation due to coefficient correlation between CRM participation and CRM success is low.

Keywords: Customer Relationship Management, People Factor, CRM mindset, CRM Participation, CRM communication, CRM success.