SUCCESS FACTOR ANALYSIS OF CUSTOMER RELATIONSHIP MANAGEMENT IN TOUR AND TRAVEL

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Abstract
Customer Relationship Management (PHP) has been implemented by many tour companies and travel today. In implementing PHP, it is not easy and requires considerable cost, requiring an evaluation to measure how effective PHP is a way to analyze the factors that influence the successful implementation of PHP for the company to find out its shortcomings. Step in this research starts from the preparation of the questionnaire and conduct a preliminary survey validator PHP variables. Having obtained a reliable and valid data is then analyzed to determine the factors influencing factors and analyze the relationship between factors using regression analysis.

The results of this thesis aims to obtain the factors that influence the relationship between the factors and the successful implementation of PHP on a tour and travel company in Surabaya.

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Keywords: Customer Relationship Management, Factor Analysis, Regression Analysis, SPSS