

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh penerapan Customer Relationship Management (CRM), Pipeline, dan Campaign terhadap Operasional Perusahaan. Perkembangan teknologi dan persaingan bisnis yang semakin ketat menuntut perusahaan untuk mengelola hubungan pelanggan, alur kerja, serta aktivitas kampanye secara efektif guna meningkatkan kinerja operasional. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui penyebaran kuesioner kepada karyawan perusahaan yang terlibat langsung dalam aktivitas CRM, pipeline, dan campaign. Teknik pengambilan sampel menggunakan rumus Slovin dengan jumlah responden yang disesuaikan dengan populasi penelitian.

Analisis data dilakukan menggunakan Structural Equation Modeling berbasis Partial Least Square (SEM-PLS). Hasil pengujian menunjukkan bahwa variabel Campaign dan Pipeline berpengaruh positif dan signifikan terhadap Operasional Perusahaan, sedangkan variabel CRM tidak berpengaruh signifikan secara langsung terhadap Operasional Perusahaan. Temuan ini mengindikasikan bahwa efektivitas operasional perusahaan lebih banyak dipengaruhi oleh keberhasilan pelaksanaan kampanye dan pengelolaan alur kerja yang sistematis, dibandingkan dengan penerapan CRM yang belum terintegrasi secara optimal.

Penelitian ini memberikan implikasi manajerial bahwa perusahaan perlu memprioritaskan penguatan strategi kampanye berbasis data, optimalisasi pipeline kerja, serta peningkatan integrasi CRM ke dalam proses operasional agar mampu mendukung peningkatan kinerja operasional secara berkelanjutan.

Kata kunci: Customer Relationship Management, Pipeline, Campaign, Operasional Perusahaan, SEM-PLS.

ABSTRACT

This study aims to analyze the effect of Customer Relationship Management (CRM), Pipeline, and Campaign implementation on Company Operations. The rapid development of technology and increasing business competition require companies to manage customer relationships, workflow processes, and campaign activities effectively in order to improve operational performance. This research employs a quantitative approach using a survey method. Data were collected through questionnaires distributed to employees directly involved in CRM, pipeline, and campaign activities. The sampling technique was determined using the Slovin formula based on the research population.

Data analysis was conducted using Structural Equation Modeling based on Partial Least Square (SEM-PLS). The results indicate that Campaign and Pipeline have a positive and significant effect on Company Operations, while CRM does not have a significant direct effect on Company Operations. These findings suggest that operational effectiveness is more strongly influenced by the successful execution of campaigns and systematic workflow management than by CRM implementation, which has not yet been optimally integrated into operational processes.

This study provides managerial implications, emphasizing the importance of strengthening data-driven campaign strategies, optimizing pipeline management, and enhancing CRM integration into operational processes to achieve sustainable operational performance improvement.

Keywords: *Customer Relationship Management, Pipeline, Campaign, Company Operations, SEM-PLS.*