

ABSTRACT

Ifadah, Nurul. 2014. Thesis. Title : *Strategies to Build Customer Loyalty in the Age of E-Marketing in Efforts to Maintain Customer (Study on PT. Garuda Indonesia)*”

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Key Word : Customer Loyalty, E-Marketing

The development of the Internet and technology (IT) so rapidly that influence the development of the business world. IT provides new opportunities for businesses. This, every company wants to make its products known by the public. The development of Information and Communication Technology (ICT), especially the e-commerce business and sales lead strategy as the spearhead of all businesses become increasingly lead to the acquisition and use of technology. This resulted in many consumers are turning to online shopping. It is also an impact on the airline business. Many industries are turning to the internet to market their services, including the aviation industry. E-commerce leads the aviation industry to venture into electronic ticketing or e-ticketing. E-ticketing is now implemented by various airlines. Form of competition that occurs because of the many airlines that have implemented e-marketing as the improvement of service quality makes Garuda Indonesia was unrivaled. So that Garuda Indonesia is required to continue to maintain its customers in the era of competition based e-marketing today.

The purpose of this study was to determine how the strategy to build and maintain customer loyalty Garuda Indonesia. The paradigm of this research is descriptive qualitative research and kauntitatif. The research data was obtained by conducting interviews, surveys and observations.

The results of this study indicate that the strategy to build up and Garuda Indonesia mmpertahankan customer loyalty program is the presence of a card GarudaMiles / GFF which can provide many advantages and convenience for customers who composed the card. Moreover, in keeping customers, Garuda Indonesia continues to focus on the middle class market segment, thus optimizing Garuda Indonesia is a full service which is not owned by another carrier. So many loyal customers who admits to Garuda Indonesia for defense full service provided by Garuda Indonesia.