THE EFFECT OF WORD OF MOUTH ON CUSTOMER RELATIONSHIP MANAGEMENT IN THE WASTE MANAGEMENT INDUSTRY (CASE STUDY OF PT. PUTRA KEMUNING)

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**ABSTRACT**

**Objective** - This study aims to determine how the influence of WOM (word of mouth) on the process and flow of customer relationship management in the waste industry with a case study at PT. PUTRA KEMUNING, Karawang district, West Java.

**Design/Methodology** – The method used in this research is descriptive qualitative. The instruments used in this research are observation and interviews.

**Findings** - Based on the results of the study, it was concluded that the power of word of mouth in the CRM process in the waste industry, especially at PT. PUTRA KEMUNING greatly affects the transaction process in general, such as getting customers, customer retention, to increasing the number of customers even though PT. PUTRA KEMUNING still does not take advantage of aspects of digital technology, such as websites or social media.

**Conceptual Implications** – The results of this study can prove the influence of WOM on CRM management, especially in the waste treatment industry.

**Managerial Implications** – This research has managerial benefits for business people in the waste management industry, especially in implementing good CRM by utilizing WOM.

**Keywords** – Word of Mouth (WOM), Customer Relationship Management (CRM), case study, waste management industry