ABSTRACT

Information is something I want to be known by the user to determine the desired information. The purpose of this study was to look at the role of the Information Systems Technology Costumer successful implementation of Relationship Management at Management Program Studies in Unikom Bandung.

The research method used in this study is descriptive and associative. The sampling technique used in this study non-probability sampling. Samples were taken incidental sampling. Data collection method used is by using a questionnaire. Data processing method is the analysis of correlation and determination. Instrument validity and reliability testing using correlation analysis and cronbach α. The relationship between Information Systems Technology with a successful implementation of Customer Relationship Management, were analyzed using Pearson correlation analysis.

The results showed 43.25% of respondents agreed, that the Information Systems Technology website has been running fine. Satisfaction level of respondents on the implementation of the system is only reached 0.81. These values showed low levels of student satisfaction. The correlation between the website and the Information Systems Technology student satisfaction is 0.420. This value indicates a significant association between Information System Website with the successful implementation of Customer Relationship Management. The Role of Information System Technology website to the success of Customer Relationship Management is 17.64%. This role is quite small.

Keyword: Website information systems technology, CRM, satisfaction and service levels.