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Artikel Penelitian

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The Impact of Customer Relationship Management (CRM) on Achieving Customer Loyalty of CV. Tifa Permai Medan

Dampak *Customer Relationship Management* (CRM) Terhadap Tercapainya Loyalitas Pelanggan CV. Tifa Permai Medan

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Abstract: As the traditional economy disappeared competition increasingly appears in the new dimensions, customers become the main elements of all organizational activities. A lot of companies are not just attracting customers, but are working at building long term relationships with customers. Knowing your customers better will enable you to serve them better and keep them loyal forever. This is the main theme of Customer Relationship Management (CRM). Customer loyalty, on the other hand, is the result of an organization's creating a benefit for customers so that they will maintain and increasingly repeat business with the organization. CV.TIFA PERMAI finds out some of their customers no more coming back to use their service or buying their product. They also find out there it's difficult to see a reliable and holistic view of all customer interactions. From this problem caused them to lost revenue of mishandling and losing potential sales opportunities. With intense competition and the recession of sale has been difficult maintain of customer loyalty for companies nowadays. The problem identifications in the company are "How strong does customer relationship management impact on achieving the customer loyalty at CV. Tifa Permai Medan?" The writer uses the indicators of customer relationship management are information sharing, customer involvement, long-term partnership, joint problem solving, and technology based CRM by Ru-Jen, Chen, and Chiu (2010) and according to Lehman and Winer (2005:240) the indicators of customer loyalty are aware, repeated purchase, attracted/ happy, more order and advocates. In analyzing data, the writer used some methods such as statistics, the validity test, reliability test, normality test, correlation test, determination test, linear test, and hypothesis test. According to the result calculation data through the answers of the respondents, the writer got the result which means that customer relationship management has a strong impact on achieving the customer loyalty at CV. Tifa Permai Medan. From the calculation of determination test, the writer found out and concluded that customer relationship management has impact on achieving the customer loyalty.

Abstrak: Ketika ekonomi tradisional menghilang, persaingan semakin muncul dalam dimensi baru, pelanggan menjadi elemen utama dari seluruh aktivitas organisasi. Banyak perusahaan tidak hanya menarik pelanggan, namun berupaya membangun hubungan jangka panjang dengan pelanggan. Mengenal pelanggan Anda dengan lebih baik akan memungkinkan Anda melayani mereka dengan lebih baik dan menjaga mereka tetap setia selamanya. Inilah tema utama Customer Relationship Management (CRM). Loyalitas pelanggan, di sisi lain, adalah hasil dari organisasi yang menciptakan manfaat bagi pelanggan sehingga mereka akan mempertahankan dan semakin sering melakukan bisnis dengan organisasi tersebut. CV.TIFA PERMAI menemukan beberapa pelanggannya tidak lagi datang kembali untuk menggunakan jasa atau membeli produknya. Mereka juga menyadari bahwa sulit untuk melihat pandangan yang andal dan holistik tentang semua interaksi pelanggan. Dari masalah ini menyebabkan mereka kehilangan pendapatan karena kesalahan penanganan dan kehilangan potensi penjualan. Dengan persaingan yang ketat dan resesi penjualan, sulit mempertahankan loyalitas pelanggan bagi perusahaan saat ini. Identifikasi permasalahan pada perusahaan adalah "Seberapa kuat pengaruh Customer Relationship Management terhadap pencapaian loyalitas pelanggan pada CV. Tifa Permai Medan?" Penulis menggunakan indikator manajemen hubungan pelanggan yaitu berbagi informasi, keterlibatan pelanggan, kemitraan jangka panjang, pemecahan masalah bersama, dan CRM berbasis teknologi menurut Ru-Jen, Chen, dan Chiu (2010) dan menurut Lehman dan Winer (2005: 240) indikator loyalitas pelanggan adalah sadar, pembelian berulang, tertarik/senang, lebih banyak memesan dan menganjurkan. Dalam menganalisis data, penulis menggunakan beberapa metode seperti statistik, uji validitas, uji reliabilitas, uji normalitas, uji korelasi, uji determinasi, uji linier, dan uji hipotesis. Berdasarkan data hasil perhitungan melalui jawaban responden, penulis memperoleh hasil yang berarti bahwa manajemen hubungan pelanggan mempunyai pengaruh yang kuat terhadap pencapaian loyalitas pelanggan pada CV. Tifa Permai Medan. Dari perhitungan uji determinasi, penulis menemukan dan menyimpulkan bahwa manajemen hubungan pelanggan mempunyai pengaruh terhadap pencapaian loyalitas pelanggan.

BACKGROUND

As the traditional economy disappeared, competition increasingly appears in the new dimensions. Customers become the main elements of all organizational activities. Companies are facing their toughest competition ever. To win customers and encourage them to stay loyal or repurchase the services and products, most companies have resorted to meeting and satisfying customer needs by not being only reactive but proactive. Most companies aiming for good customer relationship. It means that giving better service to the customer, which will prevent the customer from being promiscuous. A lot of companies are not just attracting customers, but working at building long term relationships with customers. Knowing your customers better will enable you to serve them better and keep them loyal forever. This is the main theme of Customer Relationship Management (CRM).

The management of relation with customer (CRM) as a key competitive strategy needs in paying attention to the customers' needs and practicing customer- facing method in all industries(Buttle,2009,P.89). Using communicative technology of information, industries try to create long term relation with customers, so improving management relation customer has been more common(Lambert,2010,P.12) Therefore, in today's highly competitive environment, businesses need better understanding of their customers. This understanding meets different channels of which one is customer relationship management. CRM helps companies make sense of customer needs, manage these relationships more intelligently and help predict the future (Dominici and Guzzo, 2010). Simply stated, if people know which customers are most valuable to the business, and can anticipate their needs, the company will achieve and use to leverage that information across marketing, sales and operations. The focus of all business is customer and the loyalty of the customer. The importance of customers has been highlighted by lots of researchers and academicians all around the world. Top performing financial institutions believe that customers are the purpose of what they do and they depend on them. Customers are not the source of a problem and they should never make a wish that customers should go away, because their future and security will put in jeopardy. That is the main reason why financial institutions of today are focusing much attention on customer satisfaction, loyalty and retention. Customer loyalty, on the other hand, is the result of an organization's creating a benefit for customers so that they will maintain and increasingly repeat business with the organization to survive in the global market, focusing on the customer is becoming a key factor for companies big and small. It is known that it takes up to five times more money to acquire a new customer than to get an existing customer to make a new purchase.

A second aspect of CRM is that knowing the customer and his/her problem allows to acquire new customers more easily and facilitates targeted cross-selling (Tariq Mohiuddin Ahmed, 2005, p.9). According to Ahmed (2005, p.9): CRM is a highly fragmented environment and has come to mean different things to different people. As the thought and approach to CRM is in the initial stages and not fully matured, one can find different perspectives and definitions of CRM. According to Gummesson, CRM is the values and strategies of relationship marketing – with particular emphasis on customer relationships – turned into practical application. Swift's states that CRM is an enterprise approach to understanding and influencing customer behavior through meaningful communications in order to improve customer acquisition, customer retention, customer loyalty and customer profitability. According to John Johansson & Fredrik Strom (2002, p.2): CRM is a new customer-centric business model that reorients firm operations around customer needs (as opposed to products, resources, or processes) in order to improve customer satisfaction, loyalty, and retention. CRM is the integration of customer focus in marketing, sales, production, logistics and accounting, i.e. in all parts of the

company's operations and structure. Realizing the important of customer relationship management in the company raises the writer's desire to conduct research at.

Production and distribution depend largely on marketing. Many people think that sales and marketing are basically the same. These two concepts are different in many aspects. Marketing covers advertising, promotions, public relations, and sales. It is the process of introducing and promoting the product or service into the market and encourages sales from the buying public. Since the goal of marketing is to make the product or service widely known and recognized to the market, marketers must be creative in their marketing activities. In this competitive nature of many businesses, getting the product noticed is not that easy.

Strategically, the business must be centered on the customers more than the products. Although good and quality products are also essential, the buying public still has their personal preferences. If you target more of their needs, they will come back again and again and even bring along recruits. If you push more on the product and disregard their wants and the benefits they can get, you will lose your customers in no time. The sad thing is that getting them back is the hardest part.

Customer Relationship Management is a combination of people, processes and technology that combine to understand a company's customer. CRM success requires the seamless integration of every aspect of business that touches the customer- including people, process, and technology- revolutionized by the internet. Each component presents significant challenges, but it is the ability to integrate all three that makes or breaks a CRM system: People: Implementing applications like CRM requires a change to the organizational structure and culture. Organizational employees are the building blocks of organizational success and they play an important role in building relationships. Top management commitment is an essential element for bringing an innovation online and ensuring delivery of promised benefits. The people component is the most difficult component given the sensitivity of users to change. CRM systems, which support and automate integrated customer processes, often, imply changes in the way users do their day-to-day jobs. Users who have not properly understood the reasons for the change, who did not participate in formulation of the change, who did not receive sufficient information about the change, or who did not get sufficiently trained on the change will often be adverse to that change. Customer-centric management requires top management support and commitment to CRM throughout the entire CRM implementation. Without it, momentum quickly dies out. CRM implementation requires full-time attention and commitment from representatives from sales, marketing, manufacturing and other units of an organization. CRM initiatives require vision and each and every employee must understand the purpose and changes that CRM will bring. Process: The process component of CRM is the most delicate because inappropriate automation of the CRM business process will only speed up the errant process. While most companies do have customer-facing business processes in place (i.e., processes that directly interface with the customer during the purchase, payment, and usage of the company's products and services), many times these business processes need to be updated or even replaced. To realize effective process change, a company needs first to examine how well existing customer-facing business processes are working. Then the company needs to redesign or replace broken or non-optimal process with ones that have been created and/or agreed upon internally.

The aim of-relationship marketing is the establishment and maintenance of long-term relationships with customers (Zeithaml et al., 2006). Organizations understand that it is considerably more profitable to keep and satisfy existing customers, than to renew a stronglychurningcustomer base constantly. To make relationship marketing work, marketers have adopted a customer management orientation, which emphasizes the importance of customer lifetime value, retention and the dynamic nature of a person's customer- relationship overtime. The rationale behind CRM is that it improves organizational performance by enhancing customer satisfaction and driving up customer loyalty (Lian et al., 2008). Customer satisfaction increases because the insight into customers allows organizations to understand them better, and through this organizations create improved customer value propositions. As customer satisfaction rises, so does customer repurchase intention? This then influences the actual purchasing behavior, which significantly impacts organizational performance (Angelis et al., 2010).

There are two major approaches when describing and measuring loyalty; one is based on behavior and the other on attitude. The behavioral loyalty refers to customer's behavior on repeat purchase, indicating preference for a brand or a service over time. There are two behavioral dimensions to loyalty. Firstly, the question must be asked if the customer is still active. Secondly, the organization must determine if they maintained their share of the customers" spending. On the other hand, customers who have a strong preference for involvement or commitment to a supplier are the more loyal in attitudinal terms (Read, 2009).Therefore, organizations must track customer loyalty as the truer measure of how they compare to competitors, and this will shift the focus from customer acquisition to customer retention (Baran et al., 2008).

METHOD

Research design is the plan and structure of investigation as conceived as to obtain answers to research questions. The plan is the overall scheme or program of the research. A research design will express both the structure problem and the plan of investigation used to obtain empirical evidence on relations of the problem. A good research design is those that can result in a logical and systematic conclusion. In a sense the research design is a blueprint of research, dealing with at least four problems: what questions to study, what data are relevant, what data to collect, and how to analyze the results. It is much more than a work plan because the main purpose is to help to avoid the situation in which the evidence does not address the initial research questions. In this skripsi, the writer does the research to find the notes or the data that need to get some truth naturally, in getting data or notes, either primary or secondary, either qualitative or quantitative.

To prove the hypothesis the writer mentioned above, the writer uses two analysis methods such as: 1. Descriptive research Descriptive research is also known as statistical research. It is the scientific method which involves observing and describing the characteristic of the population that being studied. Descriptive research answers the questions who, what, where, when, why and how. Although the data description is factual, accurate and systematic, the research cannot describe what caused a situation. The description is used for frequencies, averages and other statistical calculations.The purpose of using this method is to test the hypothesis or to answer the question that is relevant with the current status or subject that being examined. In short descriptive research deals with everything that can be counted and studied. But there are always restrictions to that. 2. Causal Research Research that involves finding the effect of one thing on another or the effect of one variable on another, is called Causal Research. Causal research is concerned with determining cause and effect relationships. To conduct this type of research, one must hold one variable (the one that is suspected to cause the change in the other variables) constant so the other variables can be measured. It is a type of research that is complex in nature since it's difficult to know for certain the cause of the change, especially when dealing with consumer's attitudes and motivations, as would be the case in a market research context.

Population is the whole research objects as the source of data with a certain characteristics in the research. Sample is a set of individuals or items selected from a population. When conducting research, one must often use a sample of the population as opposed to using the entire population. A population can be defined as any set of persons or subjects having a common observable characteristic or the set of individuals, items, data from which a statistical sample is taken and also called universe. The characteristics of a sample are called a statistic. Sample is a set of individuals or items selected from a population for analysis to yield estimates of, or to test hypothesis about, parameters of the whole population. A sample consists of a subset of the population. Any member of the defined population can

be included in a sample. A theoretical list (an actual list may not exist) of individuals or elements who make up a population is called a sampling frame.

Variable is a symbol that stands for a value that may vary. Operational variables define a variable in terms of operations that are used to measure it. This allows different investigators to perform the same or similar experiments when investigating a phenomenon. An indicator is a device for showing the operating condition of some system, a number or ratio (a value on a scale of measurement) derived from a series of observed facts. A sub indicator is the measure of the indicator.

Data collection method is the process of how a data is being collected. The data can be collect in two types which is primary data and secondary data. Primary data is the data that is collect directly from the field. Secondary data is data that have already been collected for some other purpose. The writer will use primary data and secondary data. The secondary data will be collect from books, literature, internet and journal. For the primary data the writer will use questionnaires.

RESULTS
The Test of Normality

What is meant by sample normality test or test whether the sample of the data is normal or not, is actually by conducted tests on normally or not the distribution of the data to be analyzed. A good regression model is to have data distribution normal or near normal. In calculating the normality test, the writer will use Kolmogorov Smirnov with the support of SPSS. The output of using SPSS to calculate the normality test is as followed:

Table 1. One-Sample Kolmogorov-Smirnov Test

		TotalQx	TotalQy
N		80	80
Normal Parameters[a]	Mean	18.12	10.19
	Std. Deviation	5.244	3.670
Most ExtremeDifferences	Absolute	.171	.233
	Positive	.099	.233
	Negative	-.171	-.093
Kolmogorov-Smirnov Z		1.527	2.083
Asymp. Sig. (2-tailed)		.019	.000

Test distribution is Normal.

The Test of Coefficient Correlation

Table 2. Correlations

		TotalQx	TotalQy
TotalQx	Pearson Correlation	1	.624[**]
	Sig. (2-tailed)		.000
	N	80	80
TotalQy	Pearson Correlation	.624[**]	1

Sig. (2-tailed)	.000	
N	80	8(

**. Correlation is significant at the 0.01 level (2-tailed).

From the calculation of correlation coefficient between Variable X an Variable Y, the writer got the result of 0.624. Then 0.624 means the Customer Relationship Management has strong impact on achieving Customer Loyalty at CV. Tifa Permai Medan.

The Test of Determination

By calculating the determination test, the writer will be able to determine how large the portion of Variable X will influence the value of Variable Y. The closer the determination result to 100%, the greater the influence of Variable X towards Variable Y.

Table 3. Result of Determination test

Model	R	R Square	Adjusted RSquare	Std. Error of theEstimate
1	.624a	.390	.382	4.123

a.   Predictors: (Constant), TotalQx
b.   Dependent Variable: TotalQy

From the table above, the result of the Determination test can be seen in the "R Square" column. The result is 0.390, which means that the impact of customer relationship management towards customer loyalty is as much as 39% and the balance of 61% is impact by other factors which are not discussed in this research.

The Analysis of Linear Regression

The test of linear regression is a statistical technique that analyzes the linear relationships between two variables by estimating coefficients equation for a straight line.

Table 4 Result of Linear Regression by using SPSS:

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.039	1.368		6.609	.000
	TotalQy	.892	.126	.624	7.056	.000

a.   Dependent Variable: TotalQx

From the table above, the "a" (constant) of the equation is 9.039 and b (regression coefficient) of the equation is 0.892. From this number, the equation foe these two variables are as followed:

$$Y = a + b X$$
$$\mathbf{Y = 9.039 + 0.892\ X}$$

If the value is put in, the result will be:

$x= 5 \longrightarrow y = 9.039 + 0.892\ (5) = 13.499$
$x=6 \longrightarrow y = 9.039 + 0.892\ (6) = 14.391$
$x=7 \longrightarrow y = 9.039 + 0.892\ (7) = 15.283$
$x=8 \longrightarrow y = 9.039 + 0.892\ (8) = 16.175$
$x=9 \longrightarrow y = 9.039 + 0.892\ (9) = 17.067$

The Linear Graph

Customer Relationship Management

Customer Loyalty

The regression coefficient of 0.892 shows that Y will increase as much as 0.892 with every one unit added to X. This means if the customer relationship management is applied well, it has impact to develop the customer loyalty at CV. Tifa Permai Medan.

TEST OF HYPOTHESIS
The writer will use the z-test formula to test the hypothesis because the number of samples is more than 30. The significance of error used in this case is 5%. The calculation is as follows:

$z_{count} > z_{table}$: Alternative Hypothesis (Ha) is accepted $z_{count} < z_{table}$: Null Hypothesis (Ho) is accepted

$$z = \frac{r}{1/\sqrt{n-1}}$$

$$z = \frac{0.624}{1/8.88}$$
$$z = 5.54$$

From the calculation above, the z_{count} for z test is 5.54. Since that the significance error is 5%, then the z_{table} is 1.96, which means $z_{count} > z_{table}$ (5.54 > 1.96), the writer can conclude that the null

hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. The customer relationship management has impact on achieving customer loyalty at CV. Tifa Permai Medan.

DISCUSSION

Based on the data and calculation that have been done by the writer, the writer got the result and analysis as followed: 1. From the test of Coefficient Correlation that shows r = 0.624, it means that there is the medium positive relationship between Customer Relationship Management (Variable X) and Customer loyalty (VariableY). It means that the customer relationship management has a strong impact in achieving the customer loyalty at CV. Tifa Permai Medan. 2. From the test of Determination that shows D = 0.39, it means that the relationship of Customer Relationship Management towards Customer loyalty is influenced by 39% and the other 61% is influenced by other factors. 3. From the test of Linear Regression that shows the equation Y = 9.039 + 0.892X , this means that for every 1 (one) unit of X is added, the value of Y will increase 0.892, so if 1 (one) unit of customer relationship management is added, then the Customer loyalty will increase as 0.892 4. From the Hypothesis Test, it shows that Zcount > Ztable, 5.54 > 1.96. This means that there is a relationship between Customer Relationship Management and Customer Loyalty. From the Hypothesis test, the writer found out that the Null Hypothesis (Ho) is rejected and the Alternative Hypothesis (Ha) is accepted. The writer can conclude that customer relationship management has impact in achieving the customer loyalty. Based on the result of the analysis and evaluation above, the writer found out that there is a relationship between customer relationship management and customer loyalty in CV. Tifa Permai Medan. As there is a relationship between customer relationship management and customer loyalty, the company should pay more attention on the customer relationship management.

CONCLUSION

After some research and review from the previous chapters, the writer cordially would like to present conclusion as follows: 1. Based on the analysis and evaluation, the writer found out that there is a relationship between customer relationship management and customer loyalty in CV. Tifa Permai Medan. As there is a relationship between customer relationship management and customer loyalty, the company should pay more attention and adapt the customer relationship management in order to improve and increase the customer loyalty. 2. From the calculation from the previous chapters (correlation and linear regression), the customer relationship management has a strong role in achieving the customer loyalty in CV. Tifa Permai Medan.

RECOMMENDATION

CV.Tifa Permai Medan has to do more information sharing with the customers. Give the customer more information about the products or services provide by the company will make the customer know more about the company. It will make the customer consider to do a business.

CV. Tifa Permai Medan need to involve the customer in the activities related to the development and improvement of the company product. Listen more to the customer feedback will make the customer feels that a business cares about them and what they think; they will more likely be a loyal customer. When company makes modifications to their products and services or in their organization in general based on customer feedback, it shows that they truly listen to their customers and respects their own views.

CV. Tifa Permai Medan needs to give more attention to build a long term partnership with the customer. Understanding what customers need, make them feel satisfied will make the connections that consumers have with brands, products, and services have become increasingly complex and dynamic.

CV. Tifa Permai Medan needs to do more collaboration with the customer for solving problem and sharing the responsibility. Helping the customers to solve some problems regarding of the company product or service will make the customers connected with the company and will consider to do a business with the company again.

CV. Tifa Permai Medan can improve the technology in their company to facilitate different activities of CRM. It will be easier for the company to make a data storage of their customers.

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