



The Implementation of Customer Relationship Marketing Strategy on Customer Satisfaction in KPRI Budi Luhur Lamongan

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ABSTRACT

"The Effect of Customer Relationship Marketing Strategy Implementation on Customer Satisfaction at KPRI Budi Luhur Lamongan". The purpose of this thesis is to determine the relationship between Customer Relationship Marketing variables and customer satisfaction either jointly or partly at KPRI Budi Luhur Lamongan from 2016 to 2019. From this research variable, it will be obtained which variable is the most dominant in customer satisfaction. The research object uses the method of observation, interviews, and documentation. While the data analysis technique uses the Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Analysis, Correlation Test, Coefficient of Determination, t test, F test. or partly at KPRI Budi Luhur Lamongan from 2016 to 2019. From this research variable, it will be obtained which variable is the most dominant in customer satisfaction.

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1. Introduction

Increased competition in the world of cooperatives will be met by creating customer satisfaction. Customer satisfaction is obtained when the cooperative changes its perspective from one that is oriented towards products and services to one that is oriented towards customers. This view should also apply to cooperatives and the strategy used is to build customer satisfaction. Every cooperative must have a strategy to create customer satisfaction to increase competitiveness in the world of cooperatives. One of the strategies that can be applied to create customer satisfaction is by building a relationship between the cooperative and the customer or better known as Customer Relationship Marketing.

Basically, Customer Relationship Marketing aims at the adaptation process between the company and its customers. Customer Relationship Marketing is able to empower the power of customer desires with the pressure of information technology to provide satisfaction to customers so as to extend the relationship with customers. The stimuli that want to be generated from the concept of customer relationship marketing are methods of attracting attention, maintaining customer satisfaction and enhancing and strengthening customer relationship satisfaction.

Customer satisfaction is created from the services provided by the cooperative. According to Kotler & Keller (2009: 138) satisfaction is the feeling of being happy or disappointed by someone that arises because of comparing the perceived performance of the product or result against their expectations. This causes the cooperative company to be able to meet the needs and wants customers with services that are more satisfying than that of other cooperatives.

A. Problem Formulation

From the background above, the authors formulate the following problems:

- 1) Do trust, commitment, communication and problem solving partially affect customer satisfaction?
- 2) Does trust, commitment, communication and problem handling simultaneously affect customer satisfaction?
- 3) Which one has the more dominant influence between trust, commitment, communication, and problem handling on customer satisfaction?

B. Research Objectives

- 1) To find out whether trust, commitment, communication and problem solving partially affect customer satisfaction.
- 2) To find out whether trust, commitment, communication and problem handling simultaneously affect customer satisfaction.



- 3) To find out which trust, commitment, communication, and problem handling are more dominant in customer satisfaction.

2. Research Methods

According to Widjajanto (2017: 18), the internal control system is a control system that includes the organizational structure and all the methods and measures applied within the company with the aim of securing company assets, checking the accuracy and accuracy of accounting data, increasing efficiency, and encouraging management policies. obeyed by all levels of the organization.

According to Mardi (2014: 59), the internal control system is a system that includes an organizational structure along with all mechanisms and measures that are followed together to safeguard all organizational assets from various directions.

According to Kimmel, et al (2016: 454), internal control (internal control) includes the organizational plan as well as the related methods and measurements adopted by the company to:

- A. Protect assets from theft, robbery, and abuse by employees.
- B. Improve the accuracy and correctness of accounting records. This can be done by reducing the risk of errors (unintentional mistakes) and irregularities (intentional mistakes and misunderstandings) in the accounting process.

From the definition of control, there are the following basic concepts:

- A. Internal control is a process. Internal control is a process to achieve certain goals. Internal control in itself is not a goal. Internal control is a series of actions that are pervasive and an integral part, not only as an addition to the entity's infrastructure.
- B. Internal control is carried out by people. Internal control does not only consist of policy guidelines and forms, but is carried out by people from every level of the organization, including the board of commissioners, management, and other personnel.
- C. Internal control can be expected to provide adequate assurance, not absolute confidence, for the entity's management and board of commissioners. The limitations inherent in all internal control systems and the consideration of benefits and sacrifices in achieving control objectives cause internal control to be unable to provide absolute assurance.
- D. Internal control is aimed at achieving interrelated objectives: financial reporting, compliance and operations.

2.1 Definition of Procedure

According to Narko (2014: 3), procedures are defined as sequences of clerical work involving several people, which are structured to ensure the same treatment for the handling of repeated corporate transactions. According to Mulyadi as quoted by Erwanah (2017: 5), a procedure is a sequence of clerical activities, usually involving several people in one or more departments, which are designed to ensure uniform handling of corporate transactions that occur repeatedly.

From the various definitions above, it can be argued that the procedure has a close relationship with the existing system, because the procedure is part of the system. The system consists of several procedures where these procedures are interrelated and influence each other.

2.2 Definition of Salary

According to Mulyadi (2013: 377), salary is a payment for the delivery of services by employees who have managerial positions and are paid regularly every month, while wages are payments for the delivery of services by implementing employees (laborers) who are paid based on working days, working hours, or number of product units produced by employees. So it can be concluded that salaries are basically received by employees other than laborers (executors) and are paid monthly. Managers, clerks and sales clerks usually earn fixed salaries from companies

According to Warren, Reeve, and Fess (2015: 553), salary is the provision of payment for managerial, administrative or other similar services. Salary rates are usually expressed in monthly or annual terms.

The objectives of payroll according to Hasibuan (2015; 25) include:

A. Cooperation ties

By giving a salary, there is a formal partnership between the employer and the employee. Employees must do their duties properly, while employers or employers are required to pay salaries according to the agreed agreement.

B. Job satisfaction

With remuneration, employees will be able to meet their physical, social, and egoistic needs so that they get job satisfaction from their position.



C. Effective procurement

If the salary program is set large enough, procuring qualified employees for the company will be easier.

D. Motivation

If the remuneration provided is large enough, managers will easily motivate their subordinates.

E. Employee stability

With a compensation program based on fair and proper principles and external consistency, employee stability is more guaranteed because turnover is relatively small.

F. Discipline

By providing a large enough remuneration, employee discipline will be better. Employees will be aware of and comply with applicable regulations.

G. Trade union influence

With a good compensation program the influence of labor unions can be avoided and employees will concentrate on their work.

H. Government influence

If the salary program is in accordance with applicable laws (such as minimum wages) then government intervention can be avoided.

According to Ibock and Sampson (2014) Communication is a process that cannot be ignored in any relationship. Communication in relationship marketing is related to the company's ability to provide timely and reliable information and to play a proactive role in providing responses to customers. In the concept of communication, according to Khandabi, et al. (2014) in their research, they find that cooperatives must be able to provide explanations for matters relating to costs, problems, handling processes, and changes that occur in cooperatives to be able to convince customers. This is done so that customers can feel cared for and served well by the cooperative. Honesty and openness between the cooperative and the customers are things that influence the ongoing communication.

2.3 Handling problems

Troubleshooting is the ability of a product or service provider to minimize the possibility of problems occurring and to deal with them when problems occur. The results of handling problems will affect consumer loyalty, because consumers will decide to stop or continue to use the product or service (Ndubisi, 2007).

Every customer-oriented organization needs to provide easy and convenient opportunities and access for its customers to convey their suggestions, criticisms, opinions, and complaints (Tjiptono, 2005: 210).

3. Research Results and Discussion

3.1 Validity Test

Before the research was carried out, the instruments used to obtain the research data were tested through validity and reliability tests, validity tests were carried out to determine the level of validity of each item of the respondent's statement, then the test was carried out using the product moment formula with a level of more than r table 0.2319.

Table 1.
Validity Test Results

No	Varibel/Indikator	R hitung	R tabel	Information
1	Trust			
	• Indikator 1 (X1.1)	0,837	0,2319	Valid
	• Indikator 2 (X1.2)	0,817	0,2319	Valid
	• Indikator 3 (X1.3)	0,786	0,2319	Valid
2	Commitment			
	• Indikator 1 (X2.1)	0,811	0,2319	Valid
	• Indikator 2 (X2.2)	0,840	0,2319	Valid
	• Indikator 3 (X2.3)	0,863	0,2319	Valid
3	Communication			
	• Indikator 1 (X3.1)	0,845	0,2319	Valid
	• Indikator 2 (X3.2)	0,785	0,2319	Valid
	• Indikator 3 (X3.3)	0,884	0,2319	Valid
4	Problem Handlers			
	• Indikator 1 (X4.1)	0,886	0,2319	Valid
	• Indikator 2 (X4.2)	0,843	0,2319	Valid
	• Indikator 3 (X4.3)	0,848	0,2319	Valid



No	Variabel/Indikator	R hitung	R tabel	Information
5	• Customer Satisfaction			
	• Indikator 1 (Y.1)	0,785	0,2319	Valid
	• Indikator 2 (Y.2)	0,617	0,2319	Valid
	• Indikator 3 (Y.3)	0,834	0,2319	Valid

3.2 Reliability Test

The results of the reliability test used in this study obtained a Cronbach's Alpha value that was greater than 0.60. This shows that all the questionnaire questions have a standard of consistency (reliable) that meets the Cronbach's Alpha criteria > 0.60 so that it can be declared good for research.

Table 2

Reliability Test

No	Variabel/Indikator	Cronbach's Alpha	Nilai Kriteria	Keterangan
1	Trust	0,848	0,60	Reliabel
2	Commitment	0,787	0,60	Reliabel
3	Communication	0,790	0,60	Reliabel
4	Handling problems	0,817	0,60	Reliabel
5	Customer Satisfaction	0,611	0,60	Reliabel

4. Conclusion

Based on the results of the analysis carried out as described in the previous chapter which may be useful and can be used as consideration by the company in existing problems, especially those related to company performance, then based on the results of the analyzed research conclusions can be drawn.

- 1) From the results of the t test analysis, it is obtained the value of Trust (3.512), Commitment (2.143), Communication (3.279), Problem Handling (2.157) while the value is 1.996. Because > then H0 is rejected and accepted means that the variables of Trust (X1), Commitment (X2), Communication (X3) and Problem Handling (X4) have a partial effect on Customer Satisfaction (Y).
- 2) From the F test analysis, the value is 29.808 while 2.51. Because > then H0 is rejected and accepted means that the variables of Trust (X1), Commitment (X2), Communication (X3) and Problem Handling (X4) simultaneously have a significant effect on Customer Satisfaction (Y).
- 3) Based on the results of the multiple linear regression analysis equation $Y = 0.774 X1 + 0.211 X2 + 0.179 X3 + 0.304 X4 + 0.160$. The variable that has a more dominant influence on customer satisfaction is the communication variable (X3) because it has a value of 0.304. Thus it can be explained that the hypothesis which states that the communication variable (X3) has the most dominant effect on customer satisfaction (Y).

Suggestion

After knowing the results of the analysis above, the problems being faced and their causes, on this occasion the author will put forward suggestions that might be useful or at least can be taken into consideration at KPRI Budi Luhur Lamongan in order to achieve the planned goals:

- 1) From the results of this research, it is possible to provide input or motivation to KPRI Budi Luhur in customer satisfaction.
- 2) From the results of this research, it is hoped that KPRI Budi Luhur Lamongan can develop even better, starting from employees, serving customers and others. So that in the future it can be a good example for other cooperatives around the city of Lamongan.
- 3) For further researchers, the authors hope that the research object can be expanded again. The aim is that the research results can be more varied and the researcher can identify and compare the obstacles that arise and are faced by each.

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