



The Influence of Customer Relationship Management (CRM) and Service Quality on Customer Satisfaction at the Bengkalis Chamber of Commerce and Industry

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ABSTRACT

This study aimed to determine the effect of Customer Relationship Management (CRM) and Service Quality on Customer Satisfaction at the Bengkalis Chamber of Commerce and Industry. The data type of this research is quantitative. The sample in this study was 100 respondents, data processing using SPSS 27. using the F test, t test and R Square. Analysis method the analysis method used is multiple regression analysis. The results of this study indicate that: (1) The effect of CRM on customer satisfaction has positive and significant impact on customer satisfaction. (2) the effect of service quality on customer satisfaction positive and significant impact on customer satisfaction, and (3) the effect of Customer Relationship Management (CRM) and Service Quality has positive and significant impact on customer satisfaction. The conclusion is that Customer Relationship Management (CRM) and Service Quality simultaneously have a positive and significant effect on customer satisfaction.

Keywords: Customer Relationship Management (CRM), Service Quality, Customer Satisfaction

1. Introduction

Businesses in Indonesia are expanding quickly year after year. In accordance with data released by BPS-Statistics Indonesia, the Indonesian economy in 2023 grew by 5.05 percent. This can be seen based on Gross Domestic Product (GDP) at current prices reaching Rp20,892.4 trillion and GDP per capita reaching Rp75.0 million or US\$4,919.7. There is fierce competition in the business sector as a result of growth of businesses. Every businesses must adapt to the times. High levels of competition force every management to operate their business professionally and optimally in order to maintain high standards of quality in the face of intense rivalry. The expansion of the marketing industry and the escalating level of competition have led to many marketing firms focusing exclusively on attracting new clients when in reality, loyalty among existing clients should be increased and maintained. initiatives to retain and boost a customer's loyalty over time. A company's capacity to quickly identify and address changing consumer needs has emerged as a key business competence. Every competition in the business world inspires business people to develop new innovations to retain customers. In addition, maintaining good relations with customers is a good innovation to retain customers. having a good relationship with customers is a good step to retain customers in a company. a way that can be used by companies to maintain and attract new customers and loyal customers is by implementing Customer Relationship management (CRM). Kumar and Reinartz (2018) Customer relationship management is a general term for a collection of relational strategies used by businesses to strengthen relationships with customers. In addition, another way to be able to enter the market, namely with competitive competition, is to shape service quality in accordance with the minds of consumers. According to Tjiptono and Chandra in Indrasari (2019) Service quality is one of the most important aspects in the service sector considering that consumers today are increasingly wise and critical of the level of service they receive.

In the business world, customer satisfaction is one of the strong drivers for a business, customer satisfaction is a determining factor for whether or not there is a subsequent repeat purchase or at the same time to maintain customer and entrepreneur relationships. this of course will improve the quality of the business and provide benefits for entrepreneurs if customers are satisfied both in terms of service or communication with customers. Service quality is one of the most important aspects in the service sector considering that consumers today are increasingly wise and critical of the level of service they receive. service quality will be closely related to customers because it can build relationships with customers. closely related to customers because it can build long term relationships that are profitable for the

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company. in addition to maintaining a good relationship with customers, entrepreneurs must also pay attention to the quality of service to customers because the quality of service will greatly affect customer satisfaction. Service quality is one of the most important aspects in the service sector considering that today consumers are increasingly wise and critical of the level of service they receive. service quality will be closely related to customers because it can build relationships with customers. very closely related to customers because it can build long-term relationships that are profitable for the company.

2. Literature Review

Previous research aims to obtain comparison and reference materials. In addition, avoid ideas of similarity with this research. Thus, in this literature review, the researcher includes the results of previous studies as follows:

1. Rahayu et al., (2021) entitled "Implementation of a Customer Relationship Management System to Maintain Quality Service to Customers". This study shows the results of statistical analysis partially that electronic word of mouth, experiential marketing, and brand ambassadors have a positive and significant influence on purchasing decisions on customer relationship management (CRM). positive and significant influence on purchasing decisions on the Tokopedia application. on the Tokopedia application. The results of simultaneous statistical analysis show that electronic word of mouth, experiential marketing, and brand ambassadors have a significant effect on purchasing decisions on the Tokopedia application. significant on purchasing decisions on the Tokopedia application simultaneously.
2. DAM et al., (2021) entitled "Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty". The research results showed that service quality was an antecedent of brand image, customer satisfaction, and customer loyalty. The research will help supermarket managers to recognize the significance of service quality on brand image, customer satisfaction, and customer loyalty. Hence, managers should improve service quality in clients' views, such as (improving supermarkets' facilities, commitments to the customer, the interaction between the staff and the client, ready to concerns' customers, and prepared to solve problems' customers). If customer experiences of supermarkets' service quality have increased, clients have a tendency positively for customer satisfaction and customer loyalty.
3. Savira et al., (2021) entitled "The Effect of Electronic Customer Relationship Management (ECRM) on Satisfaction". Satisfaction". The findings of this study This study shows that the e-CRM variable has a significant effect on customer satisfaction. The results of hypothesis testing show that e-CRM has a positive effect on customer satisfaction with other telecommunications providers, companies need to improve and strive to further develop the MyTelkomsel mobile application system, such as improving the quality of good information and the ease of accessing what is available. information and ease of accessing what consumers need. This is also useful to be able to improve good relations between companies and customers, conducted with a survey sampling method.
4. Sirait (2018) yang berjudul "The Effect of Relationship Management and Service Quality on Customer Satisfaction". The results showed that customer relationship management and service quality of partially and simultaneously have positive and significant effects on customer satisfaction in PT. Matahari Department Store Jambi City.

3. Methodology

The research location is Bengkalis Chamber of Commerce and Industry. The object is Customers at Bengkalis Chamber of Commerce and Industry. In this study used data types Quantitative Data. source of the data used for this study namely Primary data and secondary data sources. The population in this study is Customers at Bengkalis Chamber of Commerce and Industry. The Research population consists of as many as 100 Customers at Bengkalis Chamber of Commerce and Industry. the sampling technique in this study is to use purposive sample technique. The research use data collection technique questionnaire. The collected data will be processed data processing. This study use a likert scale as a measurement scale. Data analysis methods are Descriptive Statistic, Validity test, Reliability Test, Classical Assumption, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Regression Analysis, T-Test, F Test, and Coefficient Determination. The research model use a two independent variable X1 and X2 with one dependent variable Y. These hypotheses of this research are there is H₁ Customer Relationship Management (CRM) has a positive and significant impact on Customer Satisfaction, H₂ Service Quality has a positive and significant impact on Customer Satisfaction and H₃ Customer Relationship Management (CRM) and Service Quality has a positive and significant impact on Customer Satisfaction.

Table 1. Definition of variable and indicators

No.	Variable	Description	Indicator	Scale
1.	Customer Relationship Management (CRM) (X1)	Sirait (2018) CRM is the overall process of build and maintain relationships with customers through the delivery of superior customer value and customer satisfaction.	1. Contunity Marketing Programs 2. One to one marketing programs 3. Partnering program	Likert: 1. SA=5 2. A=4 3. N=3 4. D=2 5. SD=1
2.	Service Quality (X2)	Indrasari (2019): Service quality is an effort to fulfill needs accompanied by consumer desires and the accuracy of the method of delivery so that they can meet customer expectations and satisfaction.	1. Reliability 2. Responsiveness 3. Assurance 4. Empathy 5. Tangible	Likert: 1. SA=5 2. A=4 3. N=3 4. D=2 5. SD=1
3.	Customer Satisfaction (Y)	Indrasari (2019): Customer satisfaction is a measure of how happy customers are with a company's products, services, and overall customer experience.	1. Product quality 2. Service quality 3. Emotional 4. Price 5. Cost	Likert: 1. SA=5 2. A=4 3. N=3 4. D=2 5. SD=1

Source: Processed data, 2023

4. Result and Discussion

Respondent data obtained will be tested with classical assumption test. The classical assumption test use consist of the data normality test value are normally distributed shows Kolmogorov-Smirnov (K-S) asymp. Sig of 0.131 is greater or more significance than $\alpha = 0.05$. Based on Multicollinearity Test result is $0.569 < 10$ and the VIF value is more than 0.1. $1.756 > 0.1$, it means no multicollinearity because VIF value is below or < 10 , and tolerance value is above or > 0.1 . Based on Heteroscedasticity Test all research variables have no symptoms of heteroscedasticity. Based on the Multiple Linear Regression has a result The constant value (a) is 18.787, meaning that if there is no change in the Customer Relationship Management variable and service quality (the value of X1 and X2 is 0), then the customer satisfaction obtained is 18.787. The regression coefficient value of Customer Relationship Management (CRM) (X1) has a positive value of 0.208 in this study, which means that when Customer Relationship Management (CRM) (X1) increases by one, the Customer Satisfaction will increase by 0.208. The regression coefficient value of Service Quality (X2) is positive by 0.388 in this study, which means that when Service Quality variable (X) increases by one, Customer Satisfaction will increase by 0.388.

Table 2. T-Test First Hypothesis CRM (X1) on Customer Satisfaction (Y)
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.787	.848		22.164	.000
	CRM	.208	.044	.429	4.701	.000

a. Dependent Variable: Customer Satisfaction

Source: Process Data 2023 of SPSS 27

Based on Table 2 by observing the row, column t and sig it can be explained as follows: the significant effect of CRM on customer satisfaction (H1) the value of t_{count} (4.701) and value of t table = $t(\alpha/2; n-k-1) = t(0,05/2; 100-2-1) = (0,025; 97) = 1.98472$. from the calculated the value of t_{count} (4.701) > value of t_{table} (1.98472) and based on the probability of sig.t value of (0.000) < (0.05), the first hypothesis H_0 is rejected H_1 is accepted. From the test results it can be seen that CRM has a positive and significant impact on Customer Satisfaction.

Table 3. T-Test Second Hypothesis Service Quality (X2) on Customer Satisfaction (Y)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.805	1.184		9.966	.000
	Service Quality	.388	.042	.682	9.239	.000

a. Dependent Variable: Customer Satisfaction

Source: Process Data 2023 of SPSS 27

Based on Table 2 by observing the row, column t and sig it can be explained as follows: the significant effect of Service Quality on customer satisfaction (H2) the value of t_{count} (9.239) and value of t table = $t(\alpha/2; n-k-1) = t(0,05/2; 100-2-1) = (0,025; 97) = 1.98472$. from the calculated the value of t_{count} (9.239) > value of t_{table} (1.98472) and based on the probability of sig.t value of (0.000) < (0.05), the Second hypothesis H_0 is rejected H_1 is accepted. From the test results it can be seen that Service Quality has a positive and significant impact on Customer Satisfaction.

Table 4. F-Test Third Hypothesis CRM (X1) and Service Quality (X2) on Customer Satisfaction (Y)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	474.042	2	237.021	42.351	.000 ^b
	Residual	542.868	97	5.597		
	Total	1016.910	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Service Quality, CRM

Source: Process Data 2023 of SPSS 27

Based on table the value of f_{count} is 42.351. This value will be compared with the f_{table} value. with $\alpha=0.05$ $v = 2$ and $df = 97$, the f_{table} value is 3.09. from this value it is known that the value of f_{count} 42.298 > f_{table} 3.09 thus H_0 is rejected H_a is accepted. with a significance value of $0.000 < 0.05$, meaning that there is a significant simultaneous effect of CRM variables (X1), Service Quality (X2) on Customer Satisfaction (Y).

Table 5. Coefficient of Determination CRM (X1) and Service Quality (X2) on Customer Satisfaction (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.683 ^a	.466	.455	2.366

a. Predictors: (Constant), Service Quality, CRM

Source: Process Data 2023 of SPSS 27

From the table multiple correlation between X1, X2 to Y the coefficient of determination Adj (R2) of (0,466) is used to determine the percentage of the influence of the independent variable on changes in the dependent variable. meaning that the effect of Customer Relationship Management and Service Quality on Customer Satisfaction is 46.6%, while the remaining 53.4% (100%-46.6%) is influenced or explained by other independent variables that are not examined in this study.

Based on the results of hypothesis 1 testing in the study, it shows that there is a significant influence of CRM on Customer Satisfaction. This can be seen from the results of the influence test, the T value is 4.701 with a significance of 0,000. This means that the significance < 0,05, it means that there is a significant effect of CRM (X1) on Customer Satisfaction (Y). Therefore, can be concluded that the first hypothesis is proven to be accepted that CRM has a significant and positive impact on Customer Satisfaction.

Based on the findings that have been processed in hypothesis 2 testing in this study, it shows that there is an significant impact of Service quality on Customer Satisfaction. This can be seen from the t value of 9.239 with a significance of 0,000. (0,000 < 0,05). Thus, it can be concluded that the second hypothesis is proven to be accepted, indicating that Service quality has significant and positive impact on Customer Satisfaction.

Based on the findings that have been processed in hypothesis 3 testing F test in this study, it shows that there is an significant impact of CRM and Service quality on Customer Satisfaction. This can be seen from Based on table the value of f_{count} is 42.351. This value will be compared with the f_{table} value. with $\alpha=0.05$ $v = 2$ and $df = 97$, the f_{table} value is 3.09. from this value it is known that the value of f_{count} 42.298 > f_{table} 3.09 thus H_0 is rejected H_a is accepted. with a significance value of $0.000 < 0.05$, meaning that there is a significant simultaneous effect of CRM variables (X1), Service Quality (X2) on Customer Satisfaction (Y).

5. Conclusion

The results of the evaluation of this research model and the testing of the hypotheses proposed in this study resulted in several conclusions in summary which are presented as follows:

1. Test the first hypothesis about the effect of Customer Relationship Management (CRM) on Customer Satisfaction can be concluded that CRM has a positive and significant effect on Customer Satisfaction at the Bengkalis Chamber of Commerce and Industry. This is evidenced by the t_{count} value (4.701) > t_{table} (1.98472) and the sig.t value is (0.000) < (0.05), the first hypothesis is accepted.
2. Test the second hypothesis about the effect of Service Quality on Customer Satisfaction can be concluded that Service Quality has a positive and significant effect on Customer Satisfaction at the Bengkalis Chamber of Commerce and Industry. This is evidenced by the t_{count} value (9.239) > t_{table} (1.98472) and the sig.t value is (0.000) < (0.05), the second hypothesis is accepted.
3. Test the third hypothesis about the effect of Customer Relationship Management (CRM) and Service Quality on Customer Satisfaction. can be concluded that CRM and Service Quality have a positive and significant effect on Customer Satisfaction at the Bengkalis Chamber of Commerce and Industry. This is evidenced by f_{count} (42.351) > f_{table} (3.09) and the sig.t value is (0.000) < (0.05), the second hypothesis is accepted.
4. The results of the calculation of linear regression analysis, it is known that the adjusted R square is 0.466, which means that the Electronic Customer Relationship Management and Service Quality variables together are able to influence customer satisfaction by 46.6% and the remaining 53.4% is influenced by other variables that are not included in the regression model of this study.

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