

Analysis of Customer Loyalty Models Influenced by Customer Relationship Management And Satisfaction in Transportation Services

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ABSTRACT

Transportation services are a much needed need today. But the pandemic has caused all sectors to experience a tremendous decline, including transportation. efforts are needed to retain existing customers to remain loyal to using transportation services with a customer relationship management strategy. This study determined how satisfaction and customer relationship management affect client loyalty. The participants in this study are people who have used online cab transportation services for more than two years in Medan that was started by 85 different people. An online survey that had been verified for validity and reliability was used in the data collection process. The data analysis method employed traditional assumption testing, hypothesis testing, and multiple linear regression. The findings indicate that, in part, customer relationship management and satisfaction have a major impact on customer loyalty, and that, in part, customer relationship management and satisfaction have a substantial impact on customer loyalty for online cab transportation services.

Keywords: Customer Loyalty, Customer Relationship Management, Customer Satisfaction, Marketing, Transportation.

INTRODUCTION

Business competition is so extraordinary that it requires every company that is in the competition to be able to make various efforts to be able to survive in the business that has been initiated. To be able to survive, let alone develop, of course, requires an activity that is not simple but must make an effort that moves simultaneously to be able to grab part of a healthy competition. Companies must be able to attract as much market as possible in order to use the products produced. But these efforts cost a lot because retaining customers is much more profitable for any undertaking. Retaining customers means that we expect our consumers to continue to use the products we produce continuously, retaining customers is both a difficult part and a fun part of being able to achieve it. Customer satisfaction shows confidence in the products offered to the market. The market that is happy with the product will still use the product, here loyalty will be created. A sense of satisfaction with the product will create customer loyalty.

Retaining customers means that we expect our consumers to continue to use the products we produce continuously, so as to create loyalty from consumers. This can happen when consumers have been satisfied with what we are giving to consumers. Consumers are satisfied with the products they use, this will make them to continue to use the products we produce. So here the loyalty has formed by itself. Loyalty is a condition where the customer will always use the product produced by a company where he has put trust in the product or brand of the product so that the consumer will buy not one but two, three types of the same brand. Loyalty can be created by the existence of many things including CRM, product quality, customer satisfaction. CRM or customer relationship management is one form of business strategy that many companies use to retain their customers. By combining human activities and technology to increase the level of sales through existing consumers by maintaining them by providing relationships through optimal service so as to make consumers feel satisfied and become loyal. Currently, utilizing social media services is one of the easiest forms of establishing relationships with customers, being able to provide a platform to connect companies with consumers and sometimes between consumers and consumers to talk about the products they receive (Supradono & Hanum, 2015). Consumers from various circles can provide comments regarding the use of products and companies can provide feedback to customers or consumers which can cause viral marketing effects as well as promotions that benefit the company in increasing customer loyalty. Consumer satisfaction is one of the important things to be able to maintain consumers to be loyal. When consumers feel happy with the products or services they use, consumers will automatically continue to use these service products and it is difficult to move. This needs to be maintained by always paying attention to the needs of satisfied consumers so that it will be easy to maintain it so that it remains loyal to use the services produced. Customer satisfaction is one of the important things to be able to maintain consumers to be loyal. When consumers feel happy with the products of goods and services they use, consumers will automatically continue to use these service products and it is difficult to move. This needs to be maintained by always paying attention to the needs of satisfied consumers so that it will be easy to maintain it in order to remain loyal to using the services produced. The customer relationship management approach with the service and facilities provided to customers will provide a sense of satisfaction so that it will foster loyalty to continue using it. Consumers feel satisfied when performance meets expectations and when performance exceeds expectations, customers will be very satisfied and happy so that loyalty is formed (Daulay & Rany, 2018). Likewise, online taxi transportation companies have so much competition. Especially during the pandemic, due to the decreasing activity of people outside the home, business activities have also decreased greatly in various sectors, the impact of all this is a decrease in turnover from online transportation services, especially online taxis.

LITERATURE REVIEW

Customer Loyalty

Every company wants the sustainability of its business and tries to carry out various strategies to be able to maintain its business. Meanwhile, the secret to long-term corporate sustainability is the creation of customer loyalty. Customer loyalty became a milestone in the establishment of the company to continue. Loyalty occurs in a partnership that is represented beneficially between business and customers (Muna, Pratiwi, & Yusriana, 2021). Every business wants the loyalty of their customers after they use the items they have in the market. It is assumed that happy customers will stay true to the brand by sticking with the product in the future, a circumstance is needed that makes the customer feel the need to use the resulting product. Customer loyalty includes customers who continue to make subsequent purchases of your business products (Pradana, 2018).

Consumer loyalty is the commitment that customers give to companies that produce their products by providing consumer satisfaction and so that consumers consistently buy goods or services and have the mindset that encouraging others to do the same is good. Loyalty shows the extent to which the customer demonstrates repeat business with the service provider, by continuing to use the service, the tendency to see the service provider well, to provide a tie, to hire this service provider when necessary for a service. While (Zulkarnaini & Fatmasari, 2021) expressing loyalty as a strong commitment to buying back preferred goods or services in the future. Customers also recognize the influence of external factors and marketers' efforts to change consumer behavior in order to form opinions that will involve others in an effort to contribute to the products used.

A person's behavior that manifests itself as loyalty is their decision to make long-term investments in goods or services. Repeated and ongoing purchasing activity is a sign of loyalty. To keep customers, we must anticipate that they will continue to use the goods we produce, fostering their loyalty (Daulay, 2021). Lai, Griffin, and Babin (2009) suggests that the first sign of client loyalty is when they express satisfaction with the service provider. Second, recommending to coworkers the usage of the services of the relevant company. Third, there is a good chance the client will employ the business's services once more. Fourth, rarely use different service providers for service delivery. Fifth, clients generally choose the service provider their first option. The sixth, I think that loyalty is a series of strongly held commitments to repurchase or support the return of a preferred product or service in the future even though there is an influence of the situation and conditions of the marketing environment has the potential to cause customers to move to other products or services (Subagiyo & Adlan, 2017). Every company needs to consider more about the creation of a loyal customer base for long-term relationships (Leninkumar, 2017).

Customer Relationship Management (CRM)

CRM is a commercial strategy that combines technological and human operations. aids in generating sales leads, turning them into clients, and keeping them as customers. CRM is a tactic used to better understand the characteristics and demands of consumers in order to forge stronger bonds with them. CRM can also be seen as a combined strategy for sales, marketing, and customer service that strives to boost profits and customer happiness. Additionally, CRM is also associated with customers in a business that seeks to enhance the speed and caliber of a business process involving a number of fields, including the fields of marketing (marketing), ordering (order), and customer service (customers service) (Hakim, Pratama, & S, 2019). Customer Relationship Management (CRM) is a strategy that companies use to find out later, learning more about how custo&mer needs and nature. The company must be able to develop closer relationships with customers. CRM can also be interpreted as an integrated function and

sales, marketing and service strategy aimed at increasing revenue and customer satisfaction. In addition, Customer Relationship Management is also related to the customers of a company which aims to increase the speed of access better and the quality of business processes involving several fields, namely marketing, ordering, and customer service. Hakim et al. (2019). The synergy of several service areas will provide more efficiency to customers. The convenience offered by the company will certainly add satisfaction. Comfort will give birth to satisfaction from customers. Customers who are satisfied with the service products they receive will always use them, creating customer loyalty to the company.

According to Landrigan (2005) Customer Relationship Management or Customer Relationship Management abbreviated as CRM basically focuses mainly on developing a customer-oriented business culture. This culture is aimed at capturing the hearts of consumers and maintaining their loyalty by creating and providing value for customers who outperform competitors (Ahmad, 2012). In order to further deliver an optimal service and sustain existing relationships, CRM aims to learn as much as possible about the wants and behavior of customers. This is because customer knowledge and meeting their demands are crucial to the success of any business. A firm finds it challenging to attain and retain leadership and profitability if the CRM is not given the constant attention it deserves. Value-based pricing bases the right price for a good or service on the needs, resources, and expectations of the customer as well as the alternatives provided by competitors (Jian et al., 2021).

Customer Satisfaction

According to Tse and Wilton (as cited in Pradana, 2018), customer satisfaction is a response from customers to the incompatibility they feel between previous expectations and the actual performance of the product felt after its use (Zeithaml, & Bitner, 2013) stated, "Customer satisfaction is an evaluation of a product or service that can meet its needs and expectations". If the product or service offered is very satisfactory, customers will definitely use or buy the product or service. Conversely, if the product or service offered is disappointing, customers can easily not glance at it (Kotler, 2005) states "Satisfaction is the degree to which a level of product is perceived to match the expectations of the buyer". So, customer satisfaction will occur when what the customer expects of something he believes in (product / service) can be in accordance with reality when consuming it. What customers expect can be found based on what is experienced when consuming the product, stories from their colleagues, and various facts found from the surrounding environment (billboards, promotions, and so on).

Indicators for measuring customer satisfaction according to Taylor & Baker include first, based on experience, customers feel happy using the service. Second, the fulfillment of customer expectations for the services or products offered. Third, customer trust in the satisfaction of using the services offered. Fourth, the pleasures related to the use of JNE (Fakhrana, 2020).

RESEARCH METHOD

Research falls within the subject of quantitative causal research. The goal of causal study is to determine whether a free variable has an impact on other variables becoming constrained (Juliandi, Irfan, & Manurung, 2013). Approach The associative method will be used in this study to explain any relationships or the effects of free variables on bound variables. Quota sampling is used in the sampling method. 85 individuals who had used online transportation services over the previous two years made up the research sample. Multiple Linear Regression, the Classical Assumption Test, and Hypothesis Testing are data analysis approaches.

RESULTS

The following are the results of tests that have been carried out based on the results of existing questionnaires of customer satisfaction variables, customer management relationships to customer loyalty.

Table 1. Multiple Equations for Linear Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.747	3.813		1.769	.080
	CRM	.528	.098	.449	5.376	.000
	Customer Satisfaction	.398	.105	.315	3.776	.000

The above multiple linear regression equation shows the values of the equation as follows

$$Y = 6.747 + 0.528 + 0.398$$

Can be explained:

- 1) A value of 6,747 indicates if the independent variable is of fixed value then customer loyalty is worth 6,747.
- 2) β_1 worth 0.528 positive indicates if customer relationship management is improved then customer loyalty rises by 0.528 assuming other independent variables are constant.
- 3) β_2 worth 0.398 positive indicates if customer satisfaction increases then customer loyalty will rise by 0.398 assuming other independent variables are constant.

Table 2. T test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.747	3.813		1.769	.080
	CRM	.528	.098	.449	5.376	.000
	customer satisfaction	.398	.105	.315	3.776	.000

From table 2, it looks at the calculated t value of 5,376 > t of table 2,133 with a sig of 0.00 < 0.05, it is concluded that customer relationship management influences customer loyalty. For customer satisfaction obtained t count 3,776 > t table 2,133 with sig 0.00 < 0.05, it can be concluded that satisfaction has an influence on the loyalty of transportation customers in Medan.

Table 3. F Test

Model		df	Mean Square	F	Sig.
1	Regression	2	466.338	23.947	.000 ^b
	Residual	97	19.474		

	Total	99			
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From the table above, it can show F count $23,947 > F$ table 3.09 and sig $0.000 < 0.05$, it can be concluded that customer relationship management and satisfaction have a synchronous and significant influence on transportation customer loyalty. in the city of Medan

Table 3. Coefficient Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.575 ^a	.331	.317	4.41292

From the table above, the R-Square value of 0.331 means that CRM and customer satisfaction contribute to customer loyalty by 33.1% and Adjusted R Square is worth 31.7%, indicating the ability that customer loyalty can provide from independent variables that affect it. Meanwhile, 65.9% described other variables that were not studied.

DISCUSSION

From the results of the study, it is known that the management of customer relationships affects customer loyalty significantly. Maintaining customer relationships is very important so that they feel the attention and are needed by the business being run and on the other hand customers also need the resulting service products. The CRM system was born out of necessity and for the handling of customer complaints (Daulay & Saputra, 2020). A study of Korean consumers, on the other hand, reports brand image, quality of service and relationships provided and perceived by customers, and perception of cost switching are better at determining loyalty (Kim, Park, & Jeong, 2004). The company's image describes how the company treats its customers, the sense of pleasure provided by the company shows that the management of customer relationships provided by the company shows is positive. Good customer relationships provide a sense of satisfaction and give rise to customer loyalty to the company.

Then satisfaction also has a significant influence on customer loyalty. A business is not expected to be run only for the short term, every business wants its business to be able to run in the long term. Therefore the role of the customer is important to pay attention to who will continue to use the resulting product. Customer satisfaction according to (Srinivasan, Anderson, & Ponnnavolu, 2002) contributes to a number of important aspects such as customer loyalty, increased reputation, decreased price elasticity and other advantages. The results of subsequent studies are in line with the results of this study the Service Quality variable has a positive and significant effect on Satisfaction. This means that the better the quality of service provided, it will be able to increase Passenger Satisfaction (Daulay, Hafni, Nasution, & Jufrizen, 2022). The results of simultaneous tests show that customer management relationships and satisfaction simultaneously and significantly affect customer loyalty. When the services offered to the market provide high benefits, the sense of satisfaction with the service product becomes high, this of course makes customers feel satisfied and if this is maintained, customer loyalty will be created by itself. CRM has a level that provides sophistication at every level, namely knowledge-based data processing customer service and is driven by the value of relationship management by increasing competence and competitiveness (Iew, 2008). Service

quality is significantly benefited by internal marketing. This suggests that more effective internal marketing will be able to raise the caliber of services (Rihayana, Salain, & Rismawan, 2021) The image of the company refers to how the company's management establishes relationships with its customers. The image of the company will be reflected in the company's relationship to customers and reflected by the customer's satisfaction with what the company provides (Aydin; & Gökhan, 2005). It comes from the customer relationship management that delivers from all the customer consumption experiences, and the quality of service that the company provides becomes a consumer experience of what is perceived and this will give birth to customer satisfaction. Satisfied consumers will return to use the services offered and this will give birth to customer loyalty. Therefore, the perception of service quality directly affects the perception of the company's image reflected in the management of the company's customer relations that give rise to loyalty.

CONCLUSION

From the results of this study, customer relationship management partially and significantly affects the loyalty of transportation service customers. Satisfaction has a partial and significant effect on customer satisfaction of transportation service customers. Simultaneously relationship management and customer satisfaction have a significant influence on the loyalty of customers of transportation services. Customer management relationships have a greater influence on customer loyalty. Then followed by customer satisfaction. The implication of this research is that customer relationship management provides an important role in establishing personal communication of a company to its customers. The better the customer relationship carried out by the company, the higher the level of satisfaction felt by consumers. The higher the consumer's satisfaction with the services he receives, the maximum level of loyalty. Companies must be able to maintain a good relationship with their customers so that customer satisfaction with the products or services used can still be received in the form of loyalty, namely receiving and using the products produced continuously continuously

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DECLARATION OF CONFLICTING INTERESTS

The writing of this article has followed the template set by the committee. This study does not contain provocations or similar things. This study has differences with other studies.

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