

EXPLOIRING CUSTOMER RELATIONSHIP MANAGEMENT AND CUSTOMER'S VALUE ON CUSTOMER'S LOYALTY OF GO-JEK ONLINE SERVICES

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Abstract: *The purpose of this research is to understand the influence of Customer Relationship Management (CRM) and customer's value on costumer's loyalty of Go-Jek online service users in Samarinda. The sample is concluded by purposive sampling technique, with 140 respondents. Data collection technique used is questionare (inquiry). Analysis technique used in this research is multiple linear regression analysis by using SPSS 26 program. The result of the study prove that customer relationship management has a positive and insignificant effect on customer's loyalty, while the customer's value has a positive and significant on customer's loyalty.*

Keywords: Customer Relationship Management (CRM); customer's value; customer's loyalty

1. Introduction

In the current era of globalization, information technology is developing very rapidly. One of the most significant forms of information technology development is the internet. Different social networks that can be accessed by the public make the internet a necessity. This can indicate that the internet is in great demand by the public. Particularly with the presense of a smartphone that can make it easier for people to access the internet anywhere and anytime in one hand. The ease of accessing the internet certainly has an impact on changes in people's behavior and behavior in communicating and being reliable with others.

The consumption pattern of society resulting from the development of the internet encourages them to meet their needs in a way that is instant, fast and cheap. Including use in the transportation system. Currently, in Indonesia the internet is widely used by business people as a land to develop online businesses such as online shops and online transportation. The presence of online transportation is very enthusiastically welcomed by the community, this is because online transportation is considered more effective and efficient. Online

transportation also meets the needs of people who want to get everything practically. The online transportation type of motorcycle taxi is very suitable to be an effective solution for the people of Indonesia to hit traffic jams. In Indonesia, there are various types of online motorcycle taxis such as Go-Jek, Grab, Uber and Blue-Jek.

Samarinda is one of the cities where people have enjoyed the services of Go-Jek. The green jackets and helmets that are Go-Jek's trademark, make Go-Jek easily found in Samarinda. There are several Go-Jek services available in the Samarinda city, such as: transportation services using motorbikes (Go-Ride), transportation services using cars (Go-Car), food and drink ordering services (Go-Food), non-cash payment services (Go-Pay), and goods pick-up service in the city (Go-Send). The exceptionally tight competition between online transportation business actors is very clear considering the increasing number of similar online transportation. Therefore, business actors must be able to build closeness to their customers so that they become loyal.

This increasingly tight business competition requires companies to be able to build good relationships with their customers, in order to build customer loyalty. The good relationship that exists between the company and the customer is confidence in retaining the customer (Imasari & Nursalin, 2011). One way is by implementing Customer Relationship Management (CRM), in an effort to build customer loyalty (Yulianti, Sjahrudin, & Tahir, 2015). The existence of Customer Relationship Management that exists between the customer and the company, makes the company faster than what the customer wants and needs. So that the customer feels satisfied with the company. In general, the higher the level of customer satisfaction with the product or service, the higher the level of customer loyalty to the product or service.

Customer Relationship Management (CRM) in a company will certainly have an impact on customer value to the company. The added value of the customer will make the customer loyal to the company, with customer loyalty it will certainly increase the company's profitability. Customer value is an evaluation of the overall relationship between object value and extrinsic and intrinsic aspects based on a comparison of the benefits obtained with the costs incurred (Chen, 2015).

2. Literature Review & Hypothesis

2.1 Customer Relationship Management (CRM)

Customer Relationship Management (CRM) is a process and strategy that an organization uses in acquiring, identifying, retaining and maintaining customers in order to create superior value for the company (Adikaram & Khatabi, 2016) and aims to build and maintain long-term relationships with customers. Meanwhile, according to (Imasari & Nursalin, 2011), CRM is a business strategy through an approach to customers, by managing relationships with customers. CRM is used as a means of developing innovative capabilities and providing long-term competitive advantage (Lin, Chen, & Chiu, 2010). According to (Al-dmour & Hayat, 2019) CRM is used as a process of creating and maintaining relationships with consumers, which aims to satisfy and build long-term relationships with customers. The application of CRM in the company is very important in directing the tendency of customers to commit and maintain relationships with the company (Balaji, 2015). CRM can be measured using scales such as information sharing, customer involvement, long-term partnership, joint problem solving and technology based-CRM (Lin et al., 2010).

2.2 Customer's Value

Customer's value is an evaluation of the overall value of the object with extrinsic or intrinsic aspects based on the comparison of the benefits obtained with the costs incurred (Chen, 2015). Customer value is generated and created in a reciprocal process between two parties in a business relationship (Grönroos, 2011). (Logiawan & Subagio, 2014) stated customer value is everything that consumers expect in products and services by maximizing the quality that consumers receive from the costs incurred. So customer value is the basis for all marketing activities (Rahi, 2016). Customer value can be measured using scales such as functional value, emotional value, social value and monetary value (Deng, Lu, Kee, & Zhang, 2010).

2.3 Customer Loyalty

Consumer behavior as a human activity that continues to change along with the environment and society where a person is. However, loyalty is a consumer behavior that is expected for each company unit. Customer loyalty has an important role in the company, by maintaining customer loyalty means improving financial performance and maintaining the survival of the

company. Loyalty is considered by many practitioners and academics as one of the key elements of corporate success (Setó-pamies, 2012).

(Mittal, 2016) customer loyalty is a commitment to buy or subscribe to a product or service consistently, even though there are situations and marketing efforts that have the potential to change behavior. (Chen, 2015) customer loyalty is defined as the attitude and behavior of consumers' loyalty to company services, and is not influenced by company competitors even though they provide the same service. Meanwhile, (Riorini & Widayati, 2015) defined customer loyalty is post-purchase behavior or product use, which is seen from the form of loyalty in making repurchases and recommending to others. There are several consumer behaviors that can show customer loyalty such as repurchase intention, price tolerance, recommendation to others, the frequency of using service more frequently and not influenced by competitors.

3. Hypotheses Developments

3.1 Customer Relationship Management on Customer Loyalty

The application of CRM in an organization aims to reduce costs and improve company performance to generate company profitability through customer loyalty (Bhattacharya, 2011) . According to previous research conducted by (Imasari & Nursalin, 2011) & (Ersi & Samuel, 2014) it shows that there is a significant relationship between the CRM on customer loyalty. Customer Relationship Management (CRM) is able to form customer loyalty to the company, who are satisfied with the company's performance, so that it can provide benefits for the company in the long term. In general, the higher the level of the organization or company practicing CRM, the higher the level of loyalty to the products or services of the organization / company.

Hypothesis 1: Customer relationship management has influence on customer loyalty

3.2 Customer Value on Customer Loyalty

The formation of loyalty can be done by creating customer value from the comparison between the total benefits received by the customer and the total costs incurred by the customer (Grönroos & Ravald, 2011). Customer value is the basis of all marketing activities, high customer value is an important motivation to create customer loyalty (Park & Chung,

2011). According to research conducted by (Chaniago, 2017), it shows that customer value has a significant effect on customer loyalty. The presentation of superior value for customers is a prerequisite in forming customer loyalty to the company.

Hypothesis 2: Customer value has influence on customer loyalty

4. Research Method

4.1 Sample and Data Collection

In this research, the population is Samarinda people who use Go-Jek services, with the number of customers who are not exactly known. Therefore, sampling was carried out for this research. The choice of Go-Jek is because of the data Top Brand Index percentage of the online transportation category in Indonesia in 2017-2019 Go-Jek occupies a superior percentage of its competitors. However, the percentage value has decreased every year. The sampling technique is done by using purposive sampling. The research was conducted by selecting the most appropriate members of the population and according to the criteria. The criteria referred to in this study are people who live in Samarinda, Indonesia, aged at 16 years old and over, and more than twice using Go-Jek. Data collection was carried out by distributing online questionnaires (Google form) to 110 respondents and directly to 30 respondents. Data collection was during period between September - November 2020. The data were analyzed multiple linear regression analysis with SPSS 26 program assistance. Table 1 shows the description of 140 respondents in this study.

Table 1 Description Respondents

Description	Frequency	Percentage
Number of Sample	140	100%
Sex		
Male	42	30%
Famale	98	70%
Age		
17-27	132	94.2%
28-38	6	4.3%
>38	2	1.4%
Profession		
Student	115	82.1%
Civil Servant	0	0%
Employee	19	13.6%
Entrepreneur	5	3.6%

Labor	1	0.7%
Income		
<Rp. 1000.000	112	80%
Rp 1000.000-2000.000	6	4.3%
Rp 2100.000-3000.000	4	2.9%
Rp >3000.000	18	12.9%

4.2 Data Analysis

Validation of the data collected is done with the data from the 140 questionnaire responses, this data can be used for further testing. In this case, 1 - 10 scale is used. Customer relationship management indicator is information sharing, customers involvement, long-term partnership, joint problem solving and technology based CRM (Lin et al., 2010). Customer value indicators used are functional value, emotional value, social value, and monetary value (Deng et al., 2010). Customer loyalty is repurchase intention, price tolerance, recommendation to others, the frequency of using service more frequently and not influenced by competitors (Bayraktar et al, 2020; Novianti, Endri, & Darlius, 2018).

4.3 Customer Relationship Management (CRM)

Table 2

Distribution of Respondents' Answers on Customer Relationship Management

CRM (X ₁)	Score										Total	Index	Category
	1	2	3	4	5	6	7	8	9	10			
<i>Information Sharing</i>	0	0	0	2,1	7,1	9,3	14,3	32,1	27,1	7,9	779,5	77,95	High
<i>Customer Involment</i>	9,3	5	6,4	4,3	13,6	13,6	16,4	22,9	5,7	2,9	583,6	58,36	Medium
<i>Long-term Partnership</i>	0	0	1,4	0,7	2,1	2,1	14,3	32,9	41,4	5	816,3	81,63	High
<i>Joint Problem Solving</i>	5	4,3	2,1	4,3	11,4	13,6	20	23,6	12,1	3,6	649,4	64,94	Medium

<i>Technology-based CRM</i>	1,4	0,7	1,4	1,4	6,4	8,6	12,1	29,3	30,7	7,9	770,6	77,06	High
Total												359,88	High
Mean												72	

Based on table 2, it shows that customer relationship management has a mean 72, from the 10-100 range, which means that the customer relationship management is the high. This condition provides evidence that the level of Customer Relationship Management (CRM) encourages respondents to use Go-Jek's online services.

4.4 Customer's Value

Table 3 Distribution of Respondents' Answers on Customer Value

Customer Value (X ₂)	Score										Total	Index	Category
	1	2	3	4	5	6	7	8	9	10			
Functional Value	0,7	2,1	1,4	2,1	2,1	11,4	17,9	25	32,1	5	760,6	76,06	High
Emotional Value	0	0	0	0,7	2,9	7,1	10,7	37,1	32,9	8,6	813,7	81,37	High
Social Value	0,7	0	0,7	1,4	2,9	5,7	10,7	30	41,4	6,4	808,6	80,86	High
Monetary Value	2,1	1,4	2,1	1,4	10,7	18,6	30	22,1	7,9	3,6	673,6	67,36	Medium
Total												305,65	High
Mean												76,41	

Based on table 3, it shows that customer value has an mean 76,41, from the 10-100 range, which means that the customer value is the high. This condition provides evidence that the level of customer value is the high. This condition provides evidence that respondents who use Go-jek's online services have high customer values.

4.5 Customer Loyalty

Tabel 4 Distribution of Respondents' Answers on Customer Loyalty

Customer Loyalty (Y)	Score										Total	Index	Category
	1	2	3	4	5	6	7	8	9	10			
Repurchase intention	0,7	0,7	0	0,7	2,1	7,9	12,1	30,7	35,7	9,3	807,4	80,74	High
Price tolerance	2,1	0,7	3,6	0,7	10,7	12,9	15,7	35	16,4	2,1	706,5	70,65	Medium
Recommendation to others	0,7	0,7	2,9	2,9	9,3	17,9	27,9	25,7	10,7	1,4	687,5	68,75	Medium
The frequency of using service more frequently	0,7	0,7	2,1	2,9	4,3	8,6	20,7	32,9	21,4	5,7	750,8	75,08	High
Not influenced by competitors	2,9	2,1	2,9	5,7	7,9	15	15	29,3	17,1	2,1	682,4	68,24	Medium
Not influenced by competitors	2,9	2,1	2,9	5,7	7,9	15	15	29,3	17,1	2,1	682,4	68,24	Medium
Total												363,46	High

Mean		72,6 9	
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Based on table 4, it shows that customer loyalty has mean 72.41, from the 10-100 range, which means that the customer loyalty is the high. This condition provides evidence that Go-Jek online service users in Samarinda has high customer loyalty.

5. Result & Discussion

5.1 Correlation coefficient (R) and Coefficient of Determination (R^2)

Table 5 Model Summary of Customer Relationship Management and Customer Value on Customer Loyalty Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.580	0.336	0.327	5.869

a. Dependent Variable: CUSTOMER LOYALTY

b. Predictors: (Constan), CUSTOMER VALUE, CRM)

Source: *Data processing with SPSS, 2020.*

Correlation coefficient test is used to determine the closeness of the relationship between variables. The based on table 5, it show that correlation coefficient of 0.580 means that there is 58%, which means the level of relationship between the Customer Relationship Management (CRM) variables and customer value to customer loyalty of Go-Jek online service users in Samarinda is at the medium level of relationship.

The coefficient of determination test is used to determine the percentage of the contribution of the influence of the independent variable (crm and customer value) on the dependent variable (customer loyalty). The based on the table above, it shows that the Adjusted R^2 is 0.327. This shows that 32.7% of the variable customer loyalty of Go-Jek online service users in Samarinda can be explained by Customer Relationship Management (CRM) and customer value, while the remaining 67.3% is explained by other variables outside the research model.

5.2 Simultant Test (F Test)

Simultant test is used to determine the effect of independent variables simultaneously on the dependent variable. The with a significance level of 5% if the F-statistic value > 3.06 then H_0 is rejected.

Table 6 ANOVA Table for Customer Relationship Management and Customer Value on Customer Loyalty

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	2391.089	2	1195.545	34.708	0.000
Residual	4719.053	137	34.446		
Total	7110.143	139			

a. Dependent Variable: CUSTOMER LOYALTY

b. Predictors: (Constan), CUSTOMER VALUE, CRM

Source: *Data processing with SPSS, 2020.*

Based on table 6 it show that value is 34,708 with a Sig value of 0,000. This shows that the F value is greater than F table 3.06 and the Significance F (p-value) is smaller than 0.05, thus Ho is rejected and Ha is accepted. This means that Customer Relationship Management (CRM) and customer value together have a significant influence on customer loyalty of Go-Jek online service users in Samarinda. This research is in line with research conducted by (Oktaria & Soegoto, 2014) which shows that CRM, customer value and customer loyalty are positively related.

5.3 Partial Test (t Test)

In this test is to see significance of the influence between independent variables on the dependent variable. The with a significance level of 5% if the t-statistic value >1.97 then Ho is rejected.

Table 7 Hyphotesis Testing

Model	Unstandardize d Coefficients		Standardize d Coefficients	T	Sig	Information
	B	Std. Error	Beta			
1 (Constan)	5.667	4.019		1.410	0.161	
CRM	0.071	0.090	0.59	0,788	0.432	Positif Insignificanc e
CUSTOMER VALUE	0.919	0.124	0.556	7.444	0.000	Positif Significance

Dependent Variable: CUSTOMER LOYALTY

Source: *Data processing with SPSS, 2020.*

Based on the table 4 can be seen that t-statistic value of the effect of customer relationship management (CRM) on customer loyalty is $0,788 < 1,97$ and a significance of $0,432 > 0,05$. This shows the positif and insignificance effect of customer relationship management (CRM) on customer loyalty of Go-Jek online service user in Samarinda . Then t-statistic value of the effect of customer value on customer loyalty is $7,444 > 1,97$ and a significance $0,000 < 0,05$. This shows the positif and significance effect of customer value on customer loyalty of Go-Jek online services user in Samarinda city.

First, CRM has a positive and insignificant effect on customer loyalty, when viewed from the index numbers of the respondents' answers is known to be the highest index is long-term partnership, while the lowest index is customer involment. The low index number on the customer involment indicator is because customers don't feel that Go-Jek is involved in developing new products or modifying existing products. **Second**, customer value has a positive and significance effect on customer loyalty. This means that the high customer value provided by Go-Jek online service users in Samarinda means that customer loyalty to Go-Jek in Samarinda is also high. This means that the presentation of superior value to customers is a prerequisite for forming customer loyalty.

6. Conclusion

The purpose of this research is to understand the influence of Customer Relationship Management (CRM) and customer value to costumer's loyalty of Go-Jek online service users in Samarinda. The result of the research show that CRM insignificance influenced customer loyalty. This means that if customer relationship management is increased it'll not influence customer loyalty. It can also be interpreted that if purpose of customer relationship management in disagreement with customer desires it meaningless on customer loyalty. Then, in this research show customer value significance influenced customer loyalty. The means the higher customer value then leading to the customer loyalty.

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