Determinant of Customer Relation Management Towards Minimarket Customers in Medan City

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Abstract: *This research aims to analyze the influence of Customer Relation Management (CRM) against customer satisfaction and loyalty. Analyzing the influence of quality of service to customer satisfaction and customer loyalty analyze the impact of satisfaction on the customer loyalty Minimarket in Medan and analyzing the influence of customer satisfaction mediation to Customer Relation Management (CRM) and quality of service as well as customer loyalty Minimarket in Medan City. The method used in collecting data is the quantitative associative method that is supported by SEM. Data is collected by distributing questionnaires to minimarket customers in Medan City. The results of the research are significant influence of quality of service to customer satisfaction, there is no significant influence of CRM against customer satisfaction, there is a significant influence of CRM against customer loyalty, there is influence Insignificant quality of service towards customer loyalty, there is a significant influence of customer satisfaction towards Minimarket customer loyalty in Medan city.*
Keywords: CRM, service quality, customer satisfaction, and customer loyalty
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I. Introduction

Customer loyalty is very important and must be considered by the company, because if the customer is loyal to the company, the customer will help promote the company's products to the closest people, where it can be Making the company's products have priority in the hearts of loyal customers and the possibility of small to turn to customers in the mood, especially turning to the product of the competitor company. The rapid development in the business world requires the company to follow the progress of the era, following the market demands of its customers. Satisfaction is the key to the emergence of the customer's straightness to the company. Loyalty is created because of the satisfaction of consumers who feel the service more than their expectations. The company must know what the consumer is doing. Customers who are satisfied with the company's performance indirectly will have a very positive impact on the company's long term life; ultimately loyalty is the addition to the customer's psychological satisfaction with the feeling Customers (Kotler, 2008:153). The company can create customer satisfaction that will lead customers increasingly loyal to the company. The quality of service today is also indispensable by a company, where it is closely related to customer satisfaction. The quality of service provides a special urge for customers to establish a bond of mutual benefit in the long term with the company. This kind of emotional bonding allows the company to thoroughly understand the expectations and specific needs of customers. Customer loyalty greatly determines the survival of a company. Therefore the company must maintain a good relationship with consumers so that consumers will become loyal to the company. One of the important factors in cultivating good relationships with consumers and creating customer loyalty is to provide good service to consumers.

The relationship that is very inseparable between the functions of Customer Relation Management (CRM) to customer satisfaction and loyalty is what makes Customer Relation Management (CRM) as one of the strategic company strategy noticed by the company. The impact of this company's strategy is that it can make the company become the market ruler. When the company's Customer Relations Management (CRM) strategy is done in a way, it will appear a significant influence between customer and company relationships.

There is a decline in the number of consumers who shop annually; this can be caused by a broken relationship between consumers and the shop team so that the store can suffer a decrease in the number of consumers. Disillusioned consumers are moving to other competitors; this is due to new competitors opening right in front of the store. In this case the store team must be able to keep the consumer from moving to

competitors. The children's shop should establish a good relationship with each consumer so that consumers are comfortable and satisfied, so there is no intention to move to another competitor.

Some minimarket has decreased sales, for example in Medan City, Alfamidi, Indomart, Circle K, Bright, Yomart, Ceriamart, Lawson, 212 Mart, Eleven7. Also, the cause of consumer decline is the quality of service that is less than the shop team. The shop team is the face of the Minimarket company so that the service from the shop team is very important for the company. The shop Team must always be patient with different emotional consumers. One of the most expected services is the products that he wants there when they shop. The less complete product can also disappoint consumers, products that have expired and no more stock will cause disappointment to the consumer, and they are lazy to return to the store because they have felt harmed time. And the last less neat shop setup greatly affects the comfort of consumers, stores that have a fairly narrow space makes consumers walk to shop a little hard because of the slightly narrow road space. This can make consumers feel uncomfortable and choose not to come back again, resulting in a decline in the number of consumers coming to the store.

Good relations and quality of service according to consumer expectations, will create customer satisfaction. But customer satisfaction is not enough to fulfill the wishes of the company. The company needs loyalty or customer loyalty to companies. Customers are loyal to the company because their wishes are fulfilled, so they intend to return to the transaction in the company. Minimarket has many strategies to fulfill customer's wishes. One of them is with ownership of member card. The purpose of the minimarket is to give special validity to cardholders, such as certain discounts, reward points, and promo info. Being a member can make good ties between the company and the consumer. The company concluded that the member is a loyal consumer of shopping in Medan City. Therefore consumers very much appreciate that the list becomes a member to increase customer loyalty.

II. Heading

Customer Relation Management (CRM)

Kotler (2009:189) Customer Relationship Management is a detailed information management process about each customer and manages carefully all of the "touch Point" customers to maximize customer loyalty. From the information that is very easy for the company to better recognize consumer behavior and consumer desires. Consumers will feel happy when the company knows what they need. Currently according to Plessis & Boon 2004 quoted in Tjiptono (2014:425) defining Customer Relationship Management is the process of building and managing relationships with customers at the organizational level with the path of understanding, anticipating, and Manage customer needs to be based on the knowledge gained about the customer, in order to improve the effectiveness, efficiency, and profitability of the organization. Customers will feel closer to the company, so they will feel comfortable and will retain the company. Therefore, the company must have a good relationship with the consumer. The company must have good communication with consumers so that consumers can survive and become loyal.

According to Suharto (2005:76) cited by Ryan Felix et al. (20016:4) in the company, Customer Relationship Management (CRM) is essential in creating customer satisfaction and loyalty. In this case the braid will create more value to the customer compared with other factors such as price and product features, therefore will increase the lifetime value for the customer. Reputable companies strive to provide more than just customer satisfaction and ensure value through a linkage from just a transactional basis (Suharto, 2005, p. 76). According to Heniska et al. (2002:232) who is quoted from the journal Mia Yuriska et al. (2015:2) The implementation of good Customer Relationship Marketing (CRM) will create customer loyalty and Word of Mouth (WOM). Consumers who are satisfied with the services provided by the company will share what they feel to their peers so that they can invite other consumers to become customers. It is very profitable for the company. According to John (in Hasan, 2013:683) which is quoted from the journal Mia Yuriska et al. (2015:3), Customer Relationship Management (CRM) is a marketing activity built on four main pillars, which is identifying, attracting, maintaining, and Strengthening brand loyalty or empowering relationships to achieve mutually beneficial objectives.

III. Indentations and equations

The study used Structural Equation Modeling (SEM) models. The effect of decomposition occurs based on the formation of a line chart that can be accounted for theoretically. The influence between the latent construes is divided by the complexity of variable relationships, namely:

1) Direct effects

A. The direct effect of Customer Relation Management (CRM) on customer satisfaction

$Y1 = f (x1)$

$Y1 = a + b1x1 + e$

B. The direct influence of Customer Relation Management (CRM) on customer loyalty

$Y2 = f(x1)$

$Y2 = a + b1x1 + e$

C. The direct influence of quality of service to customer satisfaction

$Y1 = f(x2)$

$Y1 = a + b1x2 + e$

D. The direct influence of quality of service to customer loyalty

$Y1 = f(x2)$

$Y1 = a + b1x2 + e$

E. The direct influence of customer loyalty to customer satisfaction

$Y1 = f(y2)$

$Y1 = a + B1y2 + e$

2) indirect effect (indirect effects)

A. The indirect effect of Customer Relation Management (CRM) on customer loyalty through customer satisfaction.

$Y2 = f(x1y1)$

$Y2 = x1$ to $y1 * y2$ to $Y2$ (X1Y1). (Y1Y2)

$Y2 = A * b1x1 * b2y2 + e$

B. Indirect influence of quality of service towards customer loyalty through customer satisfaction.

$Y2 = f(x2y1)$

$Y2 = x2$ to $y1 * y1$ to $Y2$

$Y2 = A * b1x2 * b2y1 + e$

3) Total impact (total effects)

A. The influence of Customer Relation Management (CRM) on customer loyalty through customer satisfaction.

$Y2 = f(x1y1)$

$Y2 = a + b1x1 + b2y1 + e$

$Y2 = x1$ to $y1 + y1$ to $y2$

B. The total effect of service quality towards customer loyalty through customer satisfaction.

$Y2 = f(x2y1)$

$Y2 = a + b1x2 + b2y1 + e$

$Y2 = x2$ to $y1 + y1$ to $y2$

IV. Figures and tables

Overall model match size (structural model and measurement model) of the correlation matrix and covariance matrix. The test results show that the whole model is declared fit so that it can be used in subsequent analysis. The result of the loading test factor is known that the whole variable exceeds the loading of the doctor for 0.5 so it can be believed the entire variable deserves to be analyzed further.
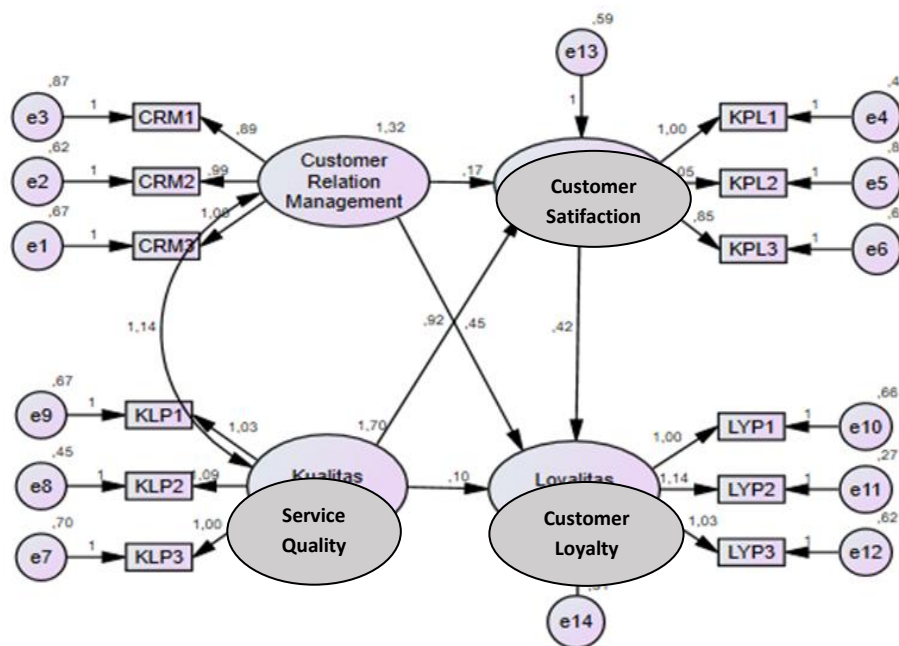
Table 1. Estimasi C.R (Critical Ratio) dan P-Value

			Estimate	S.E.	C.R.	P	Label
KPL	<---	CRM	,172	,110	1,560	,119	par_9
KPL	<---	KLP	,923	,103	8,929	***	par_12
LYP	<---	KLP	,099	,107	,924	,356	par_10
LYP	<---	KPL	,418	,082	5,097	***	par_11
LYP	<---	CRM	,447	,086	5,202	***	par_13

Table 2. The causality test indicates that all variables have causality. Test the causality of a critical ratio probability that has a three-star mark.

The goodness of Fit Indeks	Cut of Value	Hasil Analisis	Evaluasi Model
Min fit function of chi-square	p>0,05	(P =0.00)	Moderat Fit
Chisquare	Carmines & Melver (1981) Df=48 = 129.69	142,691	Fit
Non Centrality Parameter (NCP)	Penyimpangan sample cov matrix dan fitted kecil<Chisquare	94,691	Fit
Root Mean Square Error of Approx (RMSEA)	Browne dan Cudeck (1993) < 0,08	0.091	Moderat Fit
Model AIC	Model AIC >Saturated AIC <Independence AIC	201,691 > Saturated AIC (156) <Independence AIC (2606,776)	Fit
Model CAIC	Model CAIC < <Saturated CAIC <Independence CAIC	337,110<Saturated CAIC (505,490) <Independence CAIC (2660,544)	Fit
Normed Fit Index (NFI)	>0,90	0.945	Fit
Parsimoni Normed Fit Index (PNFI)	0,60 – 0,90	0.687	Fit
Parsimoni Comparative Fit Index (PCFI)	0,60 – 0,90	0.700	Fit
PRATIO	0,60 – 0,90	0.727	Fit
Comparative Fit Index (CFI)	>0,90 (Bentler (2000)	0.962	Fit
Incremental Fit Index (IFI)	>0,90 Byrne (1998)	0.963	Fit
Relative Fit Index (RFI)	0 – 1	0.924	Moderat Fit
Goodness of Fit Index (GFI)	> 0,90	0.912	Fit
Adjusted Goodness of Fit Index (AGFI)	>0,90	0.857	Moderat Fit
Parsimony Goodness of Fit Index (PGFI)	0 – 1,0	0.561	Fit

The magnitude of the influence of each of the direct (standardized direct effect) or indirect (standardized indirect effect) variables and the total effect (standardized total) effect).

Tabel 3. Standardized Indirect Effects

	KLP	CRM	KPL	LYP
KPL	,000	,000	,000	,000
LYP	,380	,062	,000	,000
LYP3	,414	,391	,427	,000
LYP2	,452	,427	,467	,000
LYP1	,407	,384	,420	,000
KLP1	,000	,000	,000	,000
KLP2	,000	,000	,000	,000
KLP3	,000	,000	,000	,000
KPL3	,652	,107	,000	,000
KPL2	,673	,111	,000	,000
KPL1	,705	,116	,000	,000
CRM1	,000	,000	,000	,000
CRM2	,000	,000	,000	,000
CRM3	,000	,000	,000	,000

Sumber: Output Amos

Service quality and CRM have an indirect effect on customer loyalty. But it does not influence customer satisfaction.

Tabel 4. Standardized Total Effects

	KLP	CRM	KPL	LYP
KPL	,770	,127	,000	,000
LYP	,478	,451	,493	,000
LYP3	,414	,391	,427	,866
LYP2	,452	,427	,467	,946
LYP1	,407	,384	,420	,852
KLP1	,852	,000	,000	,000
KLP2	,905	,000	,000	,000
KLP3	,841	,000	,000	,000
KPL3	,652	,107	,847	,000
KPL2	,673	,111	,874	,000
KPL1	,705	,116	,915	,000
CRM1	,000	,741	,000	,000
CRM2	,000	,822	,000	,000
CRM3	,000	,816	,000	,000

Source: Amos

Based on the image above, it is known that the entire variable eksegenous affects endogenous in total. Total impact results show that the greatest impact in total on customer satisfaction is the quality of service at 0.770, while the largest affect the total of customer loyalty is also the quality of service of 0.478. To know the customer satisfaction of the influence of Customer Relation Management and quality of service towards customer loyalty factor in Medan city we use the following formula:

1. Effect of CRM on customer loyalty mediated Oeleh customer satisfaction
The result of the impact of customer satisfaction on loyalty should be smaller than CRM results on customer loyalty through customer satisfaction. This signifies customers ' satisfaction with processing the CRM for customer loyalty.
X1 ☐ Y2 = (X1Y1). (Y1Y2)
= 0.127 X 0.493
= 0.067
These results indicate the impact of customer satisfaction on greater loyalty than the influence of CRM on loyalty through customer satisfaction. This means customer satisfaction does not imply the influence of CRM against customer loyalty.
1. Influence of quality of service towards customer loyalty mediated customer satisfaction
The result of the impact of customer satisfaction on loyalty should be smaller than the quality of service outcomes to customer loyalty through customer satisfaction. This signifies customer satisfaction in the quality of service to customer loyalty.
X1 ☐ Y2 = (X1Y1). (Y1Y2)
= 0.770 X 0.493
= 0.379
These results indicate the influence of customer satisfaction to greater loyalty than the influence of quality of service to loyalty through customer satisfaction. Means customer satisfaction does not matter the influence of service quality on customer loyalty.

Table 5. Estimasi C.R (Critical Ratio) dan P-Value

			Estimate	S.E.	C.R.	P	Label
KPL	<---	CRM	,172	,110	1,560	,119	par_9
KPL	<---	KLP	,923	,103	8,929	***	par_12
LYP	<---	KLP	,099	,107	,924	,356	par_10
LYP	<---	KPL	,418	,082	5,097	***	par_11
LYP	<---	CRM	,447	,086	5,202	***	par_13
CRM3	<---	CRM	1,000				
CRM2	<---	CRM	,989	,073	13,590	***	par_1
CRM1	<---	CRM	,894	,074	12,055	***	par_2
KPL1	<---	KPL	1,000				
KPL2	<---	KPL	1,046	,052	20,187	***	par_3
KPL3	<---	KPL	,846	,045	18,840	***	par_4
KLP3	<---	KLP	1,000				
KLP2	<---	KLP	1,093	,061	17,978	***	par_5
KLP1	<---	KLP	1,025	,063	16,360	***	par_6

			Estimate	S.E.	C.R.	P	Label
LYP1	<---	LYP	1,000				
LYP2	<---	LYP	1,139	,055	20,551	***	par_7
LYP3	<---	LYP	1,032	,059	17,582	***	par_8

Source: Lampiran Amos

Based on the table above is known: there is a significant influence of quality of service to customer satisfaction in the city of Medan, where the value of the estimate is 0.923 with the value of C. R 8.929 and the probability has a three-star so it is known Service to customer satisfaction. There is no significant influence on Customer Relation Management (CRM) against customer satisfaction in Medan, where the value of estimate is 0.172 with C. R 1.560 value and probability of 0.119 > 0.05 so unknown CRM is not significant affect customer satisfaction. There is a significant influence of Customer Relation Management (CRM) on customer loyalty in Medan, where the value of estimate is 0.447 with the value of C. R 5.202 and the probability has a three-star so it is known Customer Relation Management (To customer loyalty. There is no significant influence of quality of service towards customer loyalty in Medan city, where the value of estimate minus 0.099 with C. R-value 0.326 and probability 0,352 > 0.05 so unknown service quality is not significant Customer loyalty in Medan city. There is a significant influence of customer satisfaction towards customer loyalty in Medan city where the value of estimate is 0.418 with C. R 5.097 value and probability has three-star so it is known customer satisfaction effect towards loyalty Customers in the city of Medan.

Analysis results proved that there is no significant influence on Customer Relation Management (CRM) to customer satisfaction at Minimarket in Medan City. There is an equality of opinion with what was put forward according to previous research conducted by Anggita, Edy and Khalid 2015 whose research results are indicators of Customer Relation Management (CRM) namely commitment and communication does not have Impact on customer satisfaction. As with the research, Customer Relation Management (CRM) variables do not have a positive and significant influence on customer satisfaction. In this research, customer relations do not affect the satisfaction of customers who are shopping in Medan city, although the absence of consumer members, customer service and media promotion of consumers still shopping to the city of Medan. Analysis results proved that there is a significant influence quality of service to customer satisfaction at Minimarket in Medan City. Analysis results proved that there is a significant influence Customer Relation Management towards customer loyalty at Minimarket in Medan City. For shopping in Medan City. Analysis results proved that there is no significant influence of quality of service to customer satisfaction at Minimarket in Medan City. The results of the analysis proved that there is a significant impact customer satisfaction on customer loyalty at Minimarket in Medan City. The results of the analysis proved that there is no influence of Customer Relation Management (CRM) on customer loyalty mediated by customer satisfaction. Analysis results proved that there is no influence on the quality of service to customer loyalty mediated by customer satisfaction. According to Kostojohn (2011), CRM is a focus enhancement strategy for the development, maintenance, and excavation of the maximum value of customer relationships. Thus through CRM the company can approach to attract several information about the customer's needs and desires. Remi (1995:155) The nature of satisfaction is very subjective, so it is difficult to measure it. However, nevertheless, of course should still try to give attention to customers (customer care) with all the power, so that at least, we can provide the best service, which starts from the effort to standardize the quality of goods or services Up to the implementation of the attack when dealing directly with the customer, with standards that are expected to lead to optimal satisfaction for the customer.

According to Yahya (2008:88), CRM is a business strategy proactively developing the preferences of an organization, so that employees, distribution channels and customers have improved performance. Many loyalty program failures occur because corporate organizations do not know how customers benefit from the program. The true purpose of CRM is to manage (alter or amplify) customer behavior. Thus the CRM application allows the company to leverage information from all points of contact with the customer. This consistency and accessibility enable better sales and service with a variety of important information about the customer.

According to Kotler (2004), "Service is any activity or benefit offered by a party to another and is essentially intangible, and does not generate ownership of anything." Furthermore, according to Amir (2004), "The service provided by a company in the business world is to strive to make customers satisfied shopping in the store." Consumer satisfaction is one of the factors that will affect the development of the company.

Hurriyat (2005:129) suggests that consumer loyalty (customer) is a commitment of the consumer to endure deeply to re-subscribe or to re-purchase selected services/services in a consistent future, even if the influence of situations and efforts has the potential to cause behavioral change. Customer loyalty will appear after customers feel a qualified server and suitability between the students with services provided by the service provider. Therefore, loyalty is expected from customers to ensure continuity of the company, because companies can impossible to advance without having loyal customers.

Kotler and Keller (2012) state that consumers who are very satisfied will usually remain faithful for a long period of time, as well as buy again when the company introduces a new product and renews the old product, in addition he will discuss Good things about the company and its products to others, they do not pay much attention to the brand competitors and not very concerned about the price. The high level of customer satisfaction will reduce the price of failed marketing, new consumer search costs, improve advertising effectiveness, and increase the company's reputation. It is evident from the research of Christianity and Panjaitan (2014) stating that customer satisfaction has significant positive effect on customer loyalty. Increasing customer satisfaction will also increase customers ' loyalty.

In research conducted Javeed and Chema (2017) about Relationship Marketing theory (RM) recommends that customer relationship management is an essential component for creating good relationships with customers, ultimately helping Achieve the long-term commitment of our customers and help develop customer loyalty. CRM has the quality to increase the chances of more profit for the company as well as gaining more maximum loyalty. Furthermore, the theory states that loyal customers are more profitable than customers who are not loyal. Loyal customers will reduce the marketing burden but help to get more customers and increase market share.

Other research from Zaree and Darabpour (2014), stated that CRM and its contained in the form of management of relationships with customers could create loyalty from customers were to benefit each other later between customers and companies. Also, the company learns from customers that management is a creative business process and focuses on customers who are currently almost the main concern of most companies.

Andrianto (2014), in his research, showed that satisfaction is a variable that can improve the effectiveness of service quality on consumer loyalty to PT JNE Surabaya. Research also conducted by Aryani and Rosita (2010) shows that satisfaction can improve the influence of service quality with customer loyalty. Where when customers feel satisfied with the quality of service provided by the company, then also the loyal attitude of the customer will arise. The research also conducted by Singh and Thakur (2012) received results that customer satisfaction has great in the processing of quality service relationships towards loyalty.

V. Conclusion

The results of the research are significant influence of quality of service to customer satisfaction, there is no significant influence of CRM against customer satisfaction, there is a significant influence of CRM against customer loyalty, there is influence Insignifcant quality of service towards customer loyalty, there is a significant influence of customer satisfaction towards Minimarket customer loyalty in Medan city. Customer satisfaction can moderate the influence of CRM and the quality of service to customer loyalty Minimarket in Medan City.

Acknowledgments

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