

# The Role Of Customer Service Through Customer Relationship Management (CRM) To Increase Customer Loyalty And Good Image

I Gede Juanamasta, Ni Made Nopita Wati, Erna Hendrawati, Wiwin Wahyuni, Mira Pramudianti, Nugrahini Susantinah Wisnujati, Anindya Prastiwi Setiawati, Susetyorini Susetyorini, Umi Elan, Rusdiyanto Rusdiyanto, Denny Astanto, Bustanul Ulum, Susan Novitasari Khadijah, Adrianto Trimarjono, Mochamad Syafii, Abdullah Mubarroq, Kristiningsih Kristiningsih, Rita Dwi Pratiwi, Veri Veri, Lusy Tunik Muharlisiani, M Chairul Basrun Umanailo

**Abstract:** This research background is a number of problems faced by the company can make a bad company image and reduced levels of consumer loyalty. To avoid harming the image of the company then the company must focus on service to consumers. Service to consumers is very important in increasing the satisfaction of its customers, due to the company customers is the most important asset in which consumers provide and it is significant in the development of the company's reputation. The formulation of the problem in this research how does the role of customer service through Customer Relationship Management (CRM) to improve customer loyalty and good image at PT Sun Star Motor Blitar. This study aims to determine the role how customer service through Customer Relationship Management (CRM) to improve customer loyalty and good image at PT Sun Star Motor Blitar. This research method using this qualitative study, researchers used a paradigm Non Positivism / Naturalistic / Interpretative. Interpretative paradigm aims to understand the meaning of behavior, symbols, and phenomena by using sampling purposive sampling. Data Collection Techniques using interviews, documentation, observation. The results of this study that the role of customer service through Customer Relationship Management (CRM) to improve customer loyalty and good image in PT. Sun Star Motor Blitar very important. CRM activities conducted by PT Sun Star Motor Blitar; identity, is a major first step in the implementation of CRM. Many things need to be identified by the company. Acquire namely customer service categorize consumers based on contributions made to the company as the number of consumer income, transactions regularly and duration become consumers. Different other services carried out by PT Sun Star Motor Blitar in awarding the prize. Personalized service is intended that the company is able to serve customers in accordance with the conditions and needs of the problem. Citra effect on some other aspects such as marketing, sales, loyalty, and several other aspects. Therefore, the image of the company should be kept positive because it will have a positive impact also for the company. The benefits of a positive image makes the public more appreciation, respect

**Keywords:** costumer, loyalty, image, management, role

## 1 INTRODUCTION

Currently in Indonesia, more and more companies or financial institutions that have sprung up today with the advantages of each product company that offers a tempting consumers. The

businesses are competing seeks to meet the needs, desires and expectations of consumers so that the producers can ensure that customers remain loyal despite changes in consumer tastes and the changes that occur in the environment around. The achievement of customer satisfaction and loyalty cannot be separated from the quality of service that is provided[1]. Therefore, the service sector as well as other sectors should be able to provide personalized in every ministry so that it can win the market. One of the things that must be considered by any organization or business entity is a service improvement that will impact the business improvement work. With effective communication, the company is able to maintain good relations and harmony with consumers. Customer Service is one of the important activities carried out by the bank because it involves the future course of the company[2]. The role of Customer Service in order to create customer loyalty by providing quality service to its customers is to implement a CRM (Customer Relationship Management)[3]. Because in the business industry, the implementation of CRM in establishing communication with the customer is deemed very effective in delivering services to its customers. This can be the basis of acquiring new customers, care, maintaining and developing customer[4]. Many problems faced by the company can make a bad company image and reduced levels of consumer loyalty[5]. To avoid harming the image of the company then the company must focus on service to consumers. Service to consumers is very important in increasing the satisfaction of its customers, due to the company customers is the most important asset in which consumers provide and it is significant in the development of the company's reputation. Dissatisfaction given by customer

- I Gede Juanamasta, STIKes Wira Medika Bali, Indonesia. Email: juana.masta.90@gmail.com
- Ni Made Nopita Wati, STIKes Wira Medika Bali, Indonesia. Email: ners.pita@gmail.com
- Erna Hendrawati, Universitas Wijaya Kusuma Surabaya, Indonesia. Email: hendrawati@uwks.ac.id
- Wiwin Wahyuni, Universitas Wijaya Kusuma Surabaya, Indonesia. Email: wiwindari2015@gmail.com
- Mira Pramudianti, Universitas Wijaya Kusuma Surabaya, Indonesia. Email: mirapramudianti@yahoo.com
- Nugrahini Susantinah Wisnujati, Universitas Wijaya Kusuma Surabaya, Indonesia. Email: wisnujatinugrahini@uwks.ac.id
- Anindya Prastiwi Setiawati, Universitas Yos Sudarso Surabaya, Indonesia. Email: anindya.prastiwi@gmail.com
- Susetyorini Susetyorini, Universitas Gresik, Indonesia. Email: umi.elan1@gmail.com
- Umi Elan, Universitas Gresik, Indonesia. Email: umi.elan1@gmail.com
- Rusdiyanto Rusdiyanto, Airlangga University, Indonesia. Email: rusdiyanto.se.m.ak-2017@feb.unair.ac.id
- Denny Astanto, Universitas Gresik, Indonesia. Email: denny.asdamai@gmail.com
- Bustanul Ulum, Universitas Gresik, Indonesia. Email: ubustanul@yahoo.com
- Susan Novitasari Khadijah, Universitas Gresik, Indonesia. Email: susan.novitasari@gmail.com
- Adrianto Trimarjono, Universitas Wijaya Kusuma Surabaya, Indonesia. Email: adriantotrimarjono@uwks.ac.id
- Mochamad Syafii, Universitas Gresik, Indonesia. Email: syafii.mochamad87@gmail.com
- Abdullah Mubarroq, Universitas Gresik, Indonesia. Email: milan\_barok@yahoo.co.id
- Kristiningsih Kristiningsih, Universitas Wijaya Kusuma Surabaya, Indonesia. Email: kristiningsih@uwks.ac.id
- Rita Dwi Pratiwi, Stikes Widya Dharma Husada Tangerang, Indonesia. Email: ritadwipratiwi@wdh.ac.id
- Veri Veri, Stikes Widya Dharma Husada Tangerang, Indonesia. Email: stefenveri060991@wdh.ac.id
- Lusy Tunik Muharlisiani, Universitas Wijaya Kusuma Surabaya, Indonesia. Email: lusy.18007@mhs.unesa.ac.id
- M Chairul Basrun Umanailo, Department of Agricultural and Forestry, University of Iqra Buru, Maluku 97571, Indonesia. Email: chairulbasrun@gmail.com

service such as pleasure, comfort and security to consumers for treatment and information provided on matters relating to the products offered by the company or against all kinds of way of solving the problems faced by consumers can be resolved, that's when increased consumer loyalty[6]. Through improving the quality of such services is expected customers will be satisfied and loyal and in turn the company's performance will also increase. Besides the quality of good service is capable of acting to change the image or the image by channeling more complete information. Communication efforts in this case change the image previously[7]. Strictly speaking, through the communication of the corrected image becomes more elastic. As a financial institution PT Sun Star Motor Blitar needs to be done is to make its customers satisfied and remain loyal is necessary to instill good image in the minds of customers to perform satisfactory services, with emphasis on friendliness in service, strong in networking and always provide current and accurate information, and reward[8]. That is the key in making the customer satisfied and remain loyal.

## 2 LITERATURE REVIEW

### 2.1 Role

In general terms the role, the role can be defined as the act of a person's job, in the Indonesian General Dictionary, the role is an act done by someone in an event. Role is a dynamic aspect of a position or status. The role is a cornerstone of perception used by each person who interacts in a group or organization to perform an activity on the tasks and obligations. In fact, it may be clear and may not be so obvious[9]. This clarity level will determine the level of clarity of the role of a person. According to Abu Ahmadi (1982) role is a complex of human hope on how individuals should behave and act in certain situations based on status and social function. While the ideal role can be interpreted as the expected role performed by the holder of such a role. Essentially role can also be formulated as a series of specific behavior caused by a certain position[10]. One's personality also influences how that role should also be run. The role played essentially no difference, either played or played by top management, middle or bottom will have the same role.

### 2.2 Customer Relationship Management (CRM)

Consumers are a very important asset because no single institution or company will be able to survive when left by their customer[11], so that communication with customers should be done as effectively as possible for the company to continue to establish good cooperation with customers. Form of communication that can be done against subscribes company is through customer service, that all activities undertaken company to maintain existing customers or consumers who are becoming regulars[12]. Activities to establish relationships with customers (Customer Relations) in the business world is run by a special section called the customer service, because customer service is a frontline company that serves all the needs of the consumer satisfactorily including receiving complaints that are being faced and to deliver value and high customer satisfaction so that will be able to increase loyalty subscribes[1] The role of

customer service in creating customer loyalty by providing quality service to its customers is to do a Customer Relationship Management (CRM), process of maintaining and building customer relationships that benefit by providing value customer satisfaction are high so it will be able to increase customer loyalty by four activities are identified , acquire, retain, develop. Good communication to stakeholders will also create a good impression about the company and this will create a positive company image in the eyes of customers. Image itself that shows the impression of an object to another object that is formed by processing the information at any time from a variety of reliable sources[13]. Without armed with a positive image as a financial institution that is honest and trustworthy, then consumers will not feel confident to Integration. The image formed on the customers' perception of the performance of Integration will be an impact on customer loyalty.

### 2.3 Customer Relations

Based on the theory of Smith cited by[14] that the Customer Relations is one or a set of people who use one or more products or services rendered. Customer Relations is a function that has the most contact with the external environment. Therefore customer relations play an important role in the agency. According to Tull and Kahle [15] defining customer relations as a fundamental tool are planned to achieve corporate objectives and develop a sustainable competitive advantage by entering the market of marketing programs that are used to serve the target markets.

## 3 METHOD

This study will be conducted at PT Sun Star Motor Blitar street address Cepaka No. 27 of Blitar. The author conducted in-depth interviews about the role of Customer Service through Customer Relationship Management. The main sources of data in this study are words and actions, the rest are additional of data such as photo documentation, recordings and other similar writing. With regard to the data, the types can be divided into words and actions, written sources of data, photographs and statistics [16]. In this study the authors' of data collection techniques used in-depth interviews of observational activities directly related to informant research [17]. For the data analysis, the authors use when the data collection takes place, and after the completion of the data collection in A Certain period. By analyzing the data when collecting, the writer can know firsthand the lack of the data that must be collected as well as the methods that must be carried out next to get the comprehensive results [18]. By presenting the data, Researchers can work more quickly intervening and precisely in coding and decision making based on research focus. Presentation of the data is an integral part of qualitative research data to the analysis. Presentation of the data analysis as part of the reduction IS also part of the data analysis [19]. Presentation of the data in qualitative research in General IE matrices, graphs, charts and narrative texts. The conclusion is the end of the analysis of qualitative research data.

## 4 RESULT

Sun Star Motor born of the courage and determination of Mr. and Mrs. Sundoro Hosea in 1974 in Solo in Central Java by name Trade Enterprises (UD). Sun Star Motor, business areas occupied in the beginning is a car loan in several cities in Central Java. With the passion and hard work, the business evolved into a major dealer of cars and motorcycles, and even stepped also into other businesses. Unyielding and honest and focus on the job is a work philosophy that has consistently run this pair in developing the business and passed on to his children until this day. The result is evident from the company's progress from year to year[20]. Until now Sun Star Motor has been trusted by the Angen sole Brands (car manufacturers), which became a major player in the automotive business in Indonesia. There are 25 branches in Jakarta, Surabaya, Semarang, Solo, Malang, Denpasar and other major cities in Indonesia. Sales and after sales network Sun Motor scattered in the main areas and small towns are located in Indonesia. Everything guarantees the best and fastest service. Besides sales of cars trucks and motorcycles, Sun Motor provide service network and sales of original spare parts to customers. With the motto to serve with heart, each customer has its own experience in doing business in Sun Star Motor[21]. Facing globalization, businessmen in demand to be able to compete in the world international [22]. Realizing this Sun Star Group continues to improve the quality of service in business lines arbitrarily. Armed with long after so long decades, Sun Star has instilled a strong image as a quality car dealerships with a competitive price, it will continue in the building and maintained. In line with the development in various fields of business in the group of Sun Motor, human resources as one of the company's assets are routinely equipped with various capabilities and skill, without leave working philosophy that has underpinned the work ethic of all employees since the beginning[23].

## 5 DISCUSSION

The role of customer service through Customer Relationship Management (CRM) to improve customer loyalty and good image in PT. Sun Star Motor Blitar aims to achieve the vision and mission of the company is aiming to achieve the vision and mission of the company. In order to establish good relationships with its customers, the activities of customer relations in the context of CRM activities conducted by PT Sun Star Motor Blitar. Identity, is a major first step in the implementation of CRM. Many things need to be identified by the company, among others to know who the customer, then the customer service has the ability to serve consumers in the member direction and guidance the ways of charging such applications so thoroughly and explain the procedure desired transaction. This is done customer service to consumers to avoid mistakes like filling a car loan or credit application[2]. So customer service will guide you in filling in the forms on the consumer. To determine the potential adverse customer, then the customer service capability to process data base[24]. Customer Service must be keen in analyzing customer is not good so that it can perform a data base of consumers who are considered unfit become customers of PT. Sun Star Motor Blitar. To determine the potential subscriber compete (give

inputs or suggestions certainly related to the progress of the company), then customer service are trained to have the ability to communicate that purpose so that the officer can dig up information. Customer Service must dig deeper into the data to consumers so that in getting valid data about consumers, so customer service is expected to have a critical communication techniques. Such as digging biographical data and destination information consumers use the products and services at PT. Sun Star Motor Blitar. To identify whether or not the internal system associated with the customer. Acquire namely customer service categorize consumers based on contributions made to the company as the number of consumer income, transactions regularly and duration become consumers[25]. Different other services carried out by PT. Sun Star Motor Blitar in gift giving. Personalized service is intended that the company is able to serve customers in accordance with the conditions and needs of the problem. retain; to major customers, the company must have a competitive advantage, such as reward. Customer service duty to notify the rewards gained from consumers over the phone[26]. Objectives and reward such as a birthday greeting to the customer, religious holidays are considered loyal by the company based on a data base that party owned the company is as a form of gratitude to customers who have used the products and services of PT. Sun Star Motor Blitar. Truck Campaign program geared specifically for truck buyers in PT. Sun Star Motor Blitar [27]. Customer service is responsible for responding to customer complaints with the provisions handling complaint that has been set to protect the consumer's right to obtain a good service and responsibility. But if the problem is unresolved then also the customer service will coordinate in advance with the operations manager or part of a more competent. Consumer complaints are usually not too much, usually as the lack of notification of each payment is due, the maintenance of the vehicle registration delays, late delivery to the consumer unit. Customer service gives consumers the desired information as complete as possible. Not many application procedures, but also product knowledge, so it is important for customer service to master the material products of PT. Sun Star Motor Blitar, therefore there is a test of knowledge about the product and the process undertaken by the company in which the results are an indicator of employees associated with customer service [28]. This is done by PT. Sun Star Motor Blitar to perform customer visit or visits to the consumer. Customer Service strives to provide the best service to build customer relationships in the long term. This is realized in motto 3 S (Smiles, greetings, Sapa). Three things are (3S) must be conducted by any employees' because 3S most important factor in improving quality of care. In addition the solution is also the most important factor in serving consumers. Develop, is an activity carried out by PT. Sun Star Motor Blitar by utilizing advances in technology as a strategy in order to improve the excellence in customer service, namely; Willingness high flexibility of the company's website which contains information about PT. Sun Star Motor Blitar and transactions payment PT Sun Star Motor Blitar.

## 6 CONCLUSION

Their benefits in get if company have a positive image that is a shield when a good company in the public eye can be used by the company itself as a protective weapon. Increase the attractiveness of the company, improve the effectiveness of the strategy marketing. Companies that have a good image in the eyes of the public, will be easier to carry out its activities. Good from start planning to implementation activities. Save operational costs. And of course, a wide variety of unwanted costs can be avoided by the company. The competitiveness of medium-term and long-term. Companies that have a good image will be easier to compete with other companies, because the public will have more confidence in companies that have a good image and reputation compared to other companies that do not have a good image. The image is also affected some other aspects such as marketing, sales, loyalty, and several other aspects. Therefore, the image of the company should be kept positive because it will have an impact that positive also for the company. The benefits of a positive image makes the public more appreciation, respect, trust and accept with good products or services in the company. Image of the company should be kept positive because it will have an impact that positive also for the company. The benefits of a positive image makes the public more appreciation, respect, trust and accept with good products or services in the company. Image of the company should be kept positive because it will have an impact that Positive also for the company. The benefits of a positive image makes the public more appreciation, respect, trust and accept with good products or services in the company.

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