Implementation of Customer Relationship Management in Small Laundry Business to Increase Customer Satisfaction

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Abstract

The love for their precious goods drives people to find the right place to maintenance, to groom their goods. This phenomenon becomes an opportunity for specialty laundry businesses such as TF Cleaner that focuses on treating shoes and bags. Nevertheless, to survive in specialty laundry is not easy; customer satisfaction needs to maintain in specific ways. This research explores how to use Customer relationship management in small specialty laundry for increasing customer satisfaction. The research method used is descriptive research using a qualitative. The data collected using data triangulation from the interviews, questionnaires and observations to create customer satisfaction and raise their customer satisfaction index. Then, data were analysed using the descriptive analysis method. Furthermore, data triangulation used to confirm the analysis result. The result shows three aspects of CRM, including people, process, and technology already implemented by TF Cleaner. The CRM that was implemented but the aspect people and process are still less effective, still need improvement and implementation of CRM in business TF Cleaner need to be improved. However there is no significant issues in technology aspect yet TF Cleaner need to improve and maintain the utilization of information technology to further grow customer satisfaction.

Keywords
Customer Relationship Management, Customer Satisfaction, Small Business, Creativepreneurship

1. Introduction

A good business is a business that can always develop dynamically. A business is said to be dynamic if it can respond to the challenges of changing times. In this case, a dynamic business must adapt quickly because the changing times that are increasingly competitive and uncertain, often create uncertainty in the business. Therefore, a business must be fast in making adjustments to changes to achieve business goals. In this situation, as stated by (Cooper, Estes & Allen, 2004; London, 1993) In Ayala, JC, Manzano, G. (2014) that entrepreneurs who are quick to take action and can adapt to environmental changes and can learn from mistakes can be more ready to achieve success. In addition, changes in consumer behaviour are also dynamic factors that must always be anticipated by a business. It is at this point that consumers become an important role in the success of a product offered in business, in other words, consumers can help a business. Consumers can provide an input that can provide real data for the business that is being run. From this consumer input, it can be re-analyzed on products that are consumer's favourites, besides determining the right time to offer products to consumers and understanding the reasons and interesting factors that make consumers decide to buy products as material for evaluating product improvements in the future. Gujrati, R. (2015).

The relationship between companies and consumers is mutually beneficial. Therefore Consumers need products or services, while companies need income so that company activities can continue to run. With this in mind, a good relationship between the company and consumers is a major aspect in developing the company activities. One important aspect in maintaining the relationship between companies and consumers is Customer Relationship Management. This component is important to expand consumer loyalty to the services offered as well as maintain long-term relationships with consumers. Furthermore, Customer Relationship Management is defined as a set of people, processes, and technologies that can be used to better understand their customers and understand their needs. Chen and Popovich (2003) in Khlif, H., Jallouli, R. (2014).

Similarly, as noted by Chen and Popovich (2003), amid the development of this data-based digitalization era, Customer Relationship Management is considered capable of having an impact that can play a vital role in the development of a company, which will ultimately contribute to increasing profitability and creating excellent services for consumers. Furthermore, Customer Relationship Management can streamline and streamline all business interactions which include sales, marketing, and customer service processes which will be able to provide satisfaction to customers and simplify interactions with customers (Gefen and Riding, 2002; Dong and Zhu, 2006) in Khlif, H., Jallouli, R. (2014).

Based on this premise, this research was conducted to comprehend the implementation of Customer Relationship Management on customer satisfaction performance at the TF Cleaner business and finally the businesses able to adapt the consumer's trends in the future.

1.1 Objectives

This research focuses on exploring the implementation process of Customer Relationship Management at the TF Cleaner. This is important because the main strategic objective of Customer Relationship Management is to manage the company's relationship with customers to increase company profitability. Furthermore, this study will try to describe how the implementation of Customer Relationship Management and measure the level of customer satisfaction so that it can be seen what aspects need to be improved in developing the TF Cleaner laundry bag and shoe business in the future. This is done to find out about the level of consumer retention with the aim in the short term is to build good relationships with customers, and in the long term, namely to increase sales from the TF Cleaner business. Considering that the business offered by TF Cleaner is a service business, the thing that is relied on in this business is to provide the best experience to customers. According to (Mousovian, 2011) in Ersi, D.Y., Semuel, H. (2014) argues that research results that show customer satisfaction and loyalty are influenced by Customer Relationship Management. Meanwhile (Kotler and Keller, 2009) in Ersi, D.Y., Semuel, H. (2014) argues that to maximize customer loyalty, Customer Relationship Management acts as a process related to managing all customer "touchpoints" as well as detailed customer information. From the explanation above, it can be concluded that this research will focus on Customer Relationship Management to be able to determine the performance of customer satisfaction at the TF Cleaner business.

2. Literature Review

Buttle and Maklan (2019) revealed that CRM is a strategy that aims to create and maintain profitable relationships with consumers through designing and offering added value to consumers. This strategy is rooted in solid, high-quality consumer data   by using information technology. In short, CRM is a technology that allows the management of data about consumer journeys. Besides that, the use of technology also changes the consumer experience in transacting and communicating with sellers. Furthermore, Baran and Galka (2016) argue that the objectives of CRM are to develop and create healthy long-term relationships with customers by taking a strategic approach to unifying marketing strategies. CRM also aims to understand customers by providing value to consumers by using data and information.

Meanwhile, CRM is also expressed by Chen and Popovich (2003) in Rosmayani (2016) which states that CRM is a combination that includes people, processes, and technology to find and understand customers. These three dimensions concerning people, process, and technology make CRM strategies is part of integrating systems in a business.

Sanjaya, R. Sumarwa, U., & Kirbrandoko (2015) claimed that the people aspect is directed to serve and establish relationships with customers. To be specific, Wardiyanti, B.T.S., Haribowo, P., & Astuti, R.D. (2019), stated that variables in the human aspect include knowledge, professionalism, and friendliness. According to Estiningsih, A.W., Hariyanti, T. (2013) Human resources also act as the key factor in managing customer relationships, while the dimensions of HR include ability, skills, and friendliness (Sondang P. Siagian in Ramadhan, G. (2018). To be added, Capabilities, Quality, Facilities and Infrastructure, Number of People, Information Technology, and Reliability are indicators of professionalism. A person's ability can be measured by the knowledge possessed such as skills, motivation, and also work ethic. (Ramadhan, G. 2018).

On the other hand, the process aspect is a method used to help marketing and customer service systems to understand and establish satisfactory relationships with consumers (Sanjaya, R. Sumarwa, U., & Kirbrandoko ,2015). To be added Wardiyanti, B.T.S., Haribowo, P., & Astuti, R.D. (2019) explained that the process variables include communication, service, and also handling consumer complaints. Furthermore, Estiningsih, A.W and Hariyanti, T. (2013) added that the process is a way to get to know and establish good relationships with consumers by complaint handling, profile identification, discounting, added value, and communication with consumers. Moreover, Evans and Lindsay (2000) in Fikri, S., Wiyani, W., Suwandaru (2016) interpret that service quality is a dynamic condition related to human services, processes, products, and the environment that can suffice, complement and fulfil expectations. As for marketing communication indicators, according to Limakrisna (2008) in Amanah, D., Harahap, D.A. (2018) are the accuracy in choosing the target market, the accuracy of marketing communication objectives, the accuracy of the media, the clarity of information, the effectiveness of marketing communications and the accuracy of measuring marketing communication activities.

Furthermore, the definition of customer complaint service is a feeling of disappointment that can be felt by consumers because the performance results of the products or services provided are not in line with expectations so that this can make customers submit complaints. As for the indicators of measuring customer complaint services, it can be seen from the quality of products and services, services provided, duration of delivery time, and delivery security (Susanti, F., Edgina, D. 2021). Furthermore, the complaints handling indicators also include the suitability of the information provided with the needs and complaints submitted, the speed of response in responding to the complaints or problems submitted, the empathy side of the party responsible for handling complaints through more attention and enthusiasm in handling complaints, assessment convenience based on interactions and communications carried out, quality of products and services, services provided, duration of delivery time and delivery security Putri, D., Wulan. R. R., and Imran. A. I (2016).

In conducting customer relationship management activities, technology is one aspect that can help in accelerating and optimizing human resources and processes in the business (Kanaidi & Ari Kurniawan 2011) in Estiningsih, A.W., Hariyanti, T. (2013). Technology variables are consumer database, information technology, as well as ease of transaction with technology, (Wardiyanti, Haribowo, P., & Astuti, R.D. 2019). In the technological aspect, the indicators used are the existence of a customer database system using information technology and the provision of completeness of communication media and ease of transaction using technology.

According to (Kanaidi & Ari Kurniawan 2011) in Estiningsih, A.W., Hariyanti, T. (2013) This aspect of technology was formed due to indicators of consumer database systems and communication media aimed at fostering relationships with consumers. Taken from the research of Pramudiarta (2015) and Nihayah (2015) in Andriyani, A., Wardani, D.K. (2017) that indicators of the utilization of information technology are in the form of electronic work processes, management and deviation of financial data, management of information with internet networks, management systems, maintenance and maintenance on computer devices.

Consequently, CRM is a strategy that can grow customer loyalty to the business. For this reason Kotler and Keller (2009) in Estiningsih, A. W., Hariyanti, T. (2013) argued that CRM is the process of managing customers such as customers contact with products and services, personal experience, mass communication to achieve customer loyalty.

3. Methods

In this research, the author uses an action research design since it aims to develop and improve the quality of individual or group performance. In addition to this, the purpose of researchers using action research aims to optimize the quality of research subjects to be studied (Mertler & Mertler, 2018) in Zaluchu, S.E. (2020). Sudjana and Ibrahim (2004) in Jayusman, I., Shavab, O. A. K. (2020) argue that the descriptive research is a research that explain the current situation. According to Prihartono. A. W. (2016) descriptive research method aims to explain the picture that occurs in a structured, real, and accurate regarding the nature, facts and also the relationship with the phenomena. While qualitative research is the process of producing descriptive data in the observation of human beings and producing reports (Moleong, 2001) and Prihartono, A.W. (2016). Moreover Zaluchu, S. E. (2020) argues that qualitative research is aimed at producing reports from a summary of descriptive data sources, such as interviews, observations, conversation notes and observation notes as well as supporting theory.

The research method used is descriptive research using a qualitative approach to describes the implementation of customer relationship management in the aspects of people, process, and technology which will have implications for TF Cleaner's customer satisfaction performance.
Furthermore, the author uses a qualitative approach based on key performance indicators (KPIs) to figure out the performance of the business and customer satisfaction by exploring the aspects of people, process, and technology in customer relationship management (CRM). The strategy that was applied in the research included analysis using data triangulation tools based on the interviews, questionnaire dissemination, and observations involving 26 respondents for questionnaires and 14 consumers interviewed.

the authors focused on research to find out the implementation of customer relationship management from the people, the process, and technology aspects that will have implications for the customer satisfaction performance of TF Cleaner.

4. Data Collection

The research used primary data collection techniques using questionnaire surveys, interviews and observations. While in secondary data collection, the author uses a method through literature study by journals and reference books related to customer relationship management and customer satisfaction performance. The following is an explanation of the primary data collection method:

1. The survey method used in primary data collection is directed to conduct research and collect data to obtain the required information. To acquire this information, it is necessary to have a questionnaire using a series of questions using five measurement scales to the respondents, since the questionnaire is an effective tool to measure consumer attitudes and opinions regarding TF Cleaner bag and shoe laundry services. In this case, the questionnaire was distributed through online media such as google form with shorter and systematic time so that it does not take time to reach 26 consumers of TF Cleaner.
2. The interview used in primary data is a data collection technique by conversations between 2 or more people to obtain information and data. Interviews conducted on users of laundry services specifically for TF Cleaner bags and shoes are carried out using interview guidelines that have been prepared and asking open-ended questions to get suggestions, opinions and information. With the development of technology, this interview will be conducted with 14 TF Cleaner consumers using the help of communication media such as through

the zoom application or video calls via WhatsApp to make it more efficient. During the interview, the conversation will be recorded to obtain the information. This study uses interviews with consumers from TF Cleaner to get data, information and even to get accurate advice about this laundry service.

3. Observation is an activity carried out by the researcher, by making observations in conducting interviews and consumer communication.

This research will use qualitative data analysis. This method uses interviews and observations and questionnaires. The data are analysed and classified by coding. Coding is the process of labelling and organizing qualitative data to identify different themes and their relationships. after coding, the labelling process is conducted on words or phrases that represent important and recurring themes in each response, then the data is analyzed in the form of text or narrative. Furthermore, from all the data, a classification process is carried out then the data is interpreted. This qualitative data analysis method used in-depth data processing with data from observations, interviews, and literature. as a result by using this method the depth of the analysis will be obtained.

5. Result and Discussion

Based on the results of the questionnaire, on the people aspect, the majority of respondents understand the explanation of bag and shoe laundry services, respondents get a clear explanation of the duration of the processing time, the information of the price information provided, an explanation of the prediction of the accuracy of the work, an explanation of the procedure. laundry bags and shoes, and the implementation of the work provided is on time, has been provided by TF Cleaner by implemented responsive communication. TF Cleaner provides quick responses to customer questions, the explanation given by TF Cleaner regarding the work process is given in detail, and TF Cleaner provides excellent service and is friendly. However, there are 3.8% of respondents do not understand the explanation of the results of the work. it can be concluded that TF Cleaner must pay attention to the results of the laundry service work provided, such as providing updates on the results of work after one treatment and also frequently confirming the ongoing services.

In the process aspect, the majority of respondents reveal that the explanation given by TF Cleaner in communicating personally to respondents was clear and understandable. for this reason, respondents choose TF Cleaner services. moreover, TF Cleaner provided periodic promotions to respondents, employees TF Cleaner has good self-confidence, able to respond to respondents' complaints, can empathize with respondents' complaints, and is fast in handling complaints. on several aspects of the process, some respondents agree that TF Cleaner has explored the service needs that respondents want in detail. however, 11.5% of respondents said that they disagree that TF Cleaner has explored the service needs that respondents want in detail. While the majority of respondents think that TF cleaner employees can show a competent self-image in their work, there are 3.8% of respondents who write that they disagree that TF cleaner employees can show a competent self-image in their work. Moreover, 15.3% of the other respondents disagree that TF Cleaner knows the consumer personally. Furthermore, the majority of people think that TF Cleaner can recognize respondents as regular consumers and TF Cleaner can know the consumer's address if it is needed to deliver consumer bags and shoes, however, 7.7% of respondents disagree that TF Cleaner can recognize respondents as regular consumers. and disagree that TF Cleaner can know the addresses of consumers if needed to deliver their bags and shoes.

in the technology aspect of Customer relationship management, most respondents agree that TF Cleaner requires a customer database application and agree that the information provided through TF Cleaner's social media is quite effective. The majority of respondents said that the management

of data and information through social media by TF Cleaner was effective in attracting new consumers. Furthermore, digital payment media and the existence of digital receipts provided by TF Cleaner can make it easier for respondents. However, there are 3.8% of respondents disagreed that social media information is a significant aspect to choose TF Cleaner services.

Based on the results of interviews, the majority of respondents had the same opinion that TF Cleaner provided a proper explanation of bag and shoe laundry services, but there was minority of consumers claimed that TF Cleaner had not explained what services or treatments it provided so that these consumers did not understand the treatment provided.

Furthermore, the majority of respondents said that TF Cleaner provided detailed explanations about the work process and carried out regular confirmations and updates, as well as the information provided, as appropriate and correct. However, five respondents said that TF Cleaner did not provide information on the process work regularly and did not report the process in detail and did not follow up again.

Regarding the processing time, all respondents said that TF Cleaner gave an estimate from the beginning of how long the process would take and was always updated so that it could make consumers less worried.

On Standard Operational Procedure, the minority of respondents said that the procedure was not informed in detail about the procedure, and the services provided. however, the majority of TF Cleaner service users said that the procedure about forwarding was regularly updated. TF Cleaner also provided a fairly clear order form.

Regarding the price, most consumers already understand the pricelist and say that the pricelist provided is complete, easy to understand and not confusing. However, the minority of consumers said that TF Cleaner did not provide an explanation regarding the pricelist given and there was still confusion on the price list. In spite of it, TF Cleaner manages to provide treatment recommendations that are suitable for shoes or consumer bags, as a results consumer mainly keeps on using the services.

The majority of people said that they received information about promotions on TF Cleaner and were always updated about promotions, even though consumers did not ask for or did not know about the promotional information, however, four respondents said that TF Cleaner did not provide information about promotions personally, and rarely see the promotions in the social media.

The communication provided by TF Cleaner is a fast response, and the following response after that is also answered by a fast response, The communication response is friendly, casual, and the communication is good, relaxed and clear also provides detailed explanations. The communication approach uses a friendly approach.

Regarding the complaints, the majority did not have any complaints about the results of the services. the bags or shoes were shown the results to ensure the quality of services. However, two consumers said that they had complaints, but TF Cleaner provides after services, provides solutions, responsibilities and good responses so that customers are satisfied.

The majority of respondents think that communication is easy to understand, clear, and effective. It is the main factor for consumers to choose TF Cleaner services. Communication is very important especially for businesses in the laundry service sector because it is related to personal items owned by consumers that they want to be monitored continuously and need trust in communication with the services. However, four consumers have different opinions. they say that good communication is neither an option nor the main factor for choosing TF Cleaner services, they are more concerned with the services, results, price and quality provided than communication.

All respondents from TF Cleaner said that TF Cleaner requires a customer database application to be able to find out consumers who frequently use TF Cleaner services and contact consumers about promotions. The customer database is needed to be able to analyze consumer needs in using the laundry, to be able to reach consumers and be able to find out their loyal and treat customers better. This customer database application aims to better understand consumers and to maintain good relations by providing rewards. Moreover, it is directed to determine the characteristics of customers, to find out how many people repeating their orders and the be able to calculate retention rate to review business work and maintain and improve business performance by following up on consumers who have used TF Cleaner services, as a results a customer database application is needed.

The majority of TF Cleaner service users are based on word of mouth and also reviews on TF Cleaner social media. The social media provided by TF Cleaner is good and neat, but suggestions from respondents are that TF Cleaner should post more often on Instagram feeds and stories, provide information about pick up and delivery FAQs, create special links for pricelist updates and follow back to TF Cleaner service users to find out what their lifestyle likes, thus enabling TF Cleaner to find out the types of services and the right price to provide to consumers.

All respondents think that invoices and digital receipts provided by TF Cleaner is up to date   so that it can make it easier for consumers with the many payment methods provided and are also more practical, effective, efficient, easy, simple and show that TF Cleaner's business looks professional. a suggestion from the respondents is that the invoices given can be collected and can be used as members privilege.

The research also revealed that the majority of respondents want repairing and repainting treatments in addition to the services offered by TF Cleaner.

6. Conclusion

Based on the research interviews it can be concluded that some CRM applications in the people aspect are still less effective, so they still need to be improved on the following matters, namely TF Cleaner must provide an understanding that can be digested and easy for consumers about the work of bags and shoes, and also implement regular communication regarding laundry work, for example, communicating at every stage of the work process carried out on consumers' bags and shoes. Furthermore, TF Cleaner must provide details and clarification regarding the types of services provided, provide details regarding procedures so that consumers understand and there is no misunderstanding or miscommunication to TF Cleaner service users, TF Cleaner still has to provide easy-to-understand information regarding the price list of laundry services. shoes and bags, and more often to provide information about personal and public promotions should be improved again. As well as trying to give a quick answer so that it can improve the performance of customer satisfaction.

While in the process aspect of CRM, TF Cleaner still has to explore the needs that consumers want in addition to the services already offered by TF Cleaner, just as consumers want to repair services, for that TF Cleaner must be alert to the desires and needs of consumers who are always changing. As for TF Cleaner employees, a competent self-image must be improved, as well as trying to be more familiar with consumers. In addition, TF Cleaner must identify respondents more personally and deeply and TF Cleaner must know regular consumers and clearly remember the addresses of consumers who often use TF Cleaner services.

Furthermore, on the technology aspect in the application of the TF Cleaner business so far there have been no problems, only the need to use a customer database application, improve and maintain the use of existing technology to further increase customer satisfaction.

From this, it can be concluded that the people and process aspects in the implementation of customer relationship management in the TF Cleaner business are still less effective so that they have not been able to achieve an increase in customer satisfaction. Therefore, the people and process aspects must be improved again and the process is improved.

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