CUSTOMER RELATIONS MANAGEMENT AS A COMMUNICATION STRATEGY MANTAINING X-FRESH JAKARTA CUSTOMER LOYALTY

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ABSTRACT
Along with technology development, competition in the business world is increasing and expanding, so business actors must be ready to compete and be able to develop and adapt, including X-Fresh MSMEs. This research identifies Customer Relationship Management (CRM) strategies implemented by X-Fresh in building customer loyalty. The method used in this research is descriptive qualitative through interviews. The results showed that the implementation of the CRM strategy by X-Fresh uses the theoretical concept of value chain, including human, process and technology/IT data. The CRM communication strategy implemented by X-Fresh in advertising, sales promotion, direct marketing and personal selling is done through direct interaction with the on-site sales department and telemarketing.

Keywords: *CRM strategy, customer loyalty, X-Fresh*

1. PREFACE

Along with technology development, competition in the business world is increasing and getting wider. Competition occurs not only in one's own country but also in other countries. Therefore, every business must be able to compete and grow and always excel in the competition. Indonesia's economy is built by MSMEs (Komalasari et al., 2020). According to Law No. 20 of 2008, MSMEs are divided into three, namely micro, small, and medium enterprises. MSMEs are well-managed businesses owned by individuals or entities that have met the criteria to become a business (Rosalina, 2019). MSMEs are a driving force for the ability of the Indonesian economy to compete in tight global trade (Rosalina et al., 2018). The contribution of MSMEs can attract many jobs, balance income, develop the economy and become a driver of exports (Komalasari et al., 2020). The number of employees in the MSME sector at the beginning of 2012 reached almost 80 million people. This needs more attention to encourage MSME managers to strengthen their business empowerment (Rosalina, 2019).

X-Fresh is one of the MSMEs engaged in the cleaning soap industry such as dish soap, liquid detergent, car and motorcycle shampoo, hand soap, and mop soap. X-Fresh sells its products directly or online through e-commerce platforms Tokopedia and WhatsApp. Thousands of products have been sold to date and have a fairly large turnover so that they can develop their business to be bigger. X-Fresh was established in February 2021, focusing mainly on the culakan market with low prices and quality. Consumers can request special orders such as soap quality, soap fragrance, soap color, and type of soap at low prices ranging from Rp. 40,000,00.

The way X-Fresh's MSME marketing strategy to maintain customer loyalty is by implementing a strategy Customer Relationship Management (CRM) in order to create a good relationship with the whole Customer that they have. CRM is creating and maintaining profitable customer relationships by delivering high customer value and satisfaction. CRM covers all aspects of customer acquisition, retention, and growth. CRM is step covering all aspects to identify, educate,

build relationships, and form customer opinions about company and its products (Zahro &; Prabawani, 2018).

The ultimate goal of CRM activities is to build relationships with customers. In contrast, communication is the key to CRM effectiveness, so to achieve such effects also requires a particular information communication strategy. Communication strategy is a combination of communication planning and management that is implemented to achieve predetermined communication goals (Sugiono, 2020).

Business owners cannot predict that consumer satisfaction is the main goal of business owners when it comes to product offerings. Without maintaining loyalty and without a good relationship between consumers and business owners, it is certain that marketing that runs does not run optimally and businesses that run cannot win competition from an increasing market. Therefore, a company needs a customer relationship management strategy to protect the honor of its company in the long run (Zahro & Prabawani, 2018).

Consumer satisfaction is a response to consumer behavior in the form of a buyer's assessment of goods or services that they think are related to consumer expectations. Consumer satisfaction depends on the perception of these consumers. Factors that influence consumer perceptions and expectations when buying goods or services are advertising, consumer needs and wants, past experiences, and the experiences of friends who have used the goods or services.   (Zahro &; Prabawani, 2018) . Customers who are satisfied with the goods and services provided by the seller will create loyal customers. Loyal customers will indirectly provide word-of-mouth recommendations to other consumers. The better the quality of goods and services provided, the higher the level of customer loyalty, and create good relationships with customers so that sellers can understand consumer needs and desires.

Customer loyalty is the desire of customers to engage in long-term interaction with the company, to buy and use the company's products repeatedly and for exclusive interests, and to gladly recommend such products to their friends. Loyalty will only last as long as customers feel they are getting better quality than other companies offer. If customers are satisfied with the value provided by a product or service, they are more likely to become long-term customers. (Zahro &; Prabawani, 2018) This study aims to determine X-Fresh's Customer Relations communication strategy to retain customers. Know the difficulties and solutions to problems that arise in the process of implementing Customer Relations communication strategies to maintain X-Fresh customer loyalty.

2.   RESEARCH METHOD

This research uses qualitative and descriptive methods because the data collected is in the form of words, images and certainly not numbers. This is due to the application of qualitative methods, besides that the factors that have been collected are most likely to be the key to what has been studied. In this approach, data in the form of numbers is still allowed, such as describing growth and sales conditions is of course allowed. What is not allowed is the preparation using statistical formulas (Muthi Nabila, 2021).

The subject of research is someone who can provide information related to the data needed. The subjects in the study wereX-Fresh business owner Helen Stephanie and several X-Fresh customers. The object of research is what is researched in a study. The object of this study is the customer relationship management strategy carried out by X-Fresh in an effort to maintain customer loyalty.

Data processing and data analysis techniques are the stages of reducing data, displaying data, drawing conclusions and verification, analyzing data and making summary sheets.

In this study, the research tool is the researcher himself, so the value of the tool belongs to the researcher. This means that it depends on the ability of researchers to maintain the validity of the data. In this study, validity is expressed at the time the researcher conducts field visits to collect data and at the time of interpretation-analysis of the data. The validity of the data is achieved by performing triangulation analysis, specifically by analyzing the subject's responses by analyzing their validity from available experimental data (other data sources). The analysis used is cross-examination, cross-examination is a form of data verification from various sources.

3.   RESULT AND DISCUSSION

When it comes to customer loyalty, the biggest problem is the frequency of occasional repeat purchases and product variations. For this reason, it is advisable to maintain product availability and ease of pickup by increasing customer accessibility to the store or perhaps doing it online. These factors are necessary to retain customers.

Loyalty has motivational, cognitive, and behavioral consequences. First, search engines for information on alternative products tend to decline as consumer experience, learning, satisfaction, and repurchase improve. Second, consumers with a strong commitment to a particular audience tend to resist counter-persuasion. Third, customer loyalty also impacts word-of-mouth behavior, especially when consumers feel significant emotional experiences.   (Kurniawanti et al., 2017)

Customer portfolio analysis aims to maximize CRM performance on a consumer base by providing different values to different customer divisions (Maula, 2016). Helen, as the owner, has done a customer portfolio analysis by giving a buy one get one free bonus to customers who are loyal to X-Fresh products; then, for new customers, Helen provides discounts. As said by Pratiwi, X-Fresh often provides buy one get one free promotions for existing customers.

As for according to Kotler and Armstrong quoted by Fandy Tjiptono (2014) in his book "Service Marketing: Principles, Application, Research" is the relationship between society and the social environment. Creating good relationships with various parties to attract public attention, build the company's good name and manage or deal with rumors, news and adverse incidents. All of this is done to maintain customer loyalty and satisfaction.

Without sufficient knowledge, he will not be able to make and provide recommendations that suit customer needs, let alone better than competitors.   (Maula, 2016) . Customer intimacy is also essential to do, for example one of X-Fresh's customers asks to improve the quality of his product to be better than the products usually sold on the market, this is often done by X-Fresh even though the production capital price is much more expensive than usual but X-Fresh does not care about this in order to maintain customer loyalty.

The development of the network aims to identify, interpret, and regulate relationships with members in the company. This includes organizations and individuals participating in creating and delivering value propositions to selected clients (Maula, 2016). X-Fresh has implemented a network development system for all employees by giving a commission for every sale of X-Fresh products. X-Fresh also has distributors on the island of Bangka and is the sole distributor in the islands of Bangka and Belitung. The advantage obtained by a single distributor is that it can sell

products at the same price as X-Fresh sold in the market. However, distributors get a capital price that is much cheaper than ordinary resellers.

X-Fresh products already have better quality than their competitors, as the owner, Helen, also attaches importance to quality over profit to provide customer satisfaction in order to create repurchases and maintain customer loyalty to X-Fresh products. After improving the value proposition, X-Fresh gained more trust by new customers. Value is the customer's view of the difference between the quality received and the sacrifice to achieve that quality. Some customers consider value equal to low price. For other customer groups, value means meeting their needs, and for others, quality is a key consideration (Maula, 2016).

Customer lifecycle management is the fifth step in the key stages of the CRM value chain, i.e., structural issues and processes that are critical to CRM implementation.   (Maula, 2016)   All CRM processes carried out by X-Fresh owners have been carried out, so Helen carried out the last stage of managing the customer life cycle to create a customer life cycle for the development of X-Fresh. Helen often gives gifts to customers who are loyal to X-Fresh, for example, such as giving free products and giving prices equal to distributor prices.

4.   CONCLUSIONS AND RECOMMENDATIONS

Implementation Customer Relationship Management implemented by X-Fresh Jakarta consists of: customer portfolio analysis, customer intimacy, network development, value proposition, manage the customer life cycle, and assisted by four additional stages namely leadership, people, process and technology CRM communication strategies offered by X-Fresh in the form of advertising, sales promotion, direct marketing, and Personal Selling.

SX-Fresh's advertising strategy through Branding and advertising in social networks. Promotional strategies are carried out by providing promotions, discounts and 100% money-back guarantees and strategies Personal Selling X-Fresh is done through direct interaction with Sales (SPG and SPB) in person and telemarketing. Implementing a CRM strategy can increase public awareness, corporate image, and sales.

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