

CRM in handling Complaint: the Use of Consumer feedback Column in Raising Consumer Trust and Intention To Buy

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Abstract: *The result states Citrus Hill Farm. perform a Customer Relationship Management (CRM) strategy in handling complaints through a customer data collection process, customer data analysis, data collection on complaints that can be detrimental. From the consumer's point of view, in-depth interviews were conducted with (1) product evaluation, (2) the price of submitting a complaint,(3) speed of handling complaints, (4) level of consumer satisfaction after filing a complaint. complaint. The results show that Citrus Hill maintains and increases consumer trust by using a Customer Relationship Management (CRM) strategy and handling any complaints quickly. Citrus Hill has product advantages in the form of plant seeds and other agricultural products as well as the ease of purchasing goods online. In terms of handling consumer complaints, Citrus Hill handles them quickly and satisfactorily so as to increase trust and purchase of Citrus Hill products.*

Keywords: *Customer Relationship Management (CRM), Consumer Trust, Feedback, Intention to buy, Marketplace.*

I. Introduction

Currently, competition in the business world is getting tougher, it also cannot be felt in Indonesia. Followed by the rapid development of technology, information systems, and science, business people try to improve their capabilities and advantages by mobilizing all existing potential. They are required to be more innovative and creative in managing their companies to survive in the business world, and special strategies are needed so that customers do not compete with their competitors.

Marketing strategies based on efforts to create relationships between companies and customers are better known as Customer Relationship Management (CRM). CRM is a company strategy used to paint customers so they don't switch to competitors (Gaffar, 2007: 9). The implementation of the Customer Relationship Management (CRM) program is expected to be able to make customers loyal to the company so that relationships do not only occur between sellers and buyers but rather lead to partner relationships. Companies become more aware of what customers want and need so that customers are reluctant to switch to competitors.

When the quality of the services provided decreases, it will affect existing business processes. To see whether the services provided satisfy customers, it can be done by recording customer complaints. Customer complaints about services are very important for business people because they will provide more insight so that they can be used to improve existing services (Nurhayati and Absyansyah, 2017). In terms of business people handling complaints properly, it will increase consumer confidence. Siinamora (2009: I I - 14) states that trust is one of the psychological aspects that can influence consumer decisions. Saraswati and Baridwan (2013) in their research conclude that trust is an important and critical factor in transactions. Although Adit yo's research (2011) concludes that the influence of trust is quite

weak in influencing purchasing decisions, Wardhani & Saino's (2013) research concludes that trust is the most dominant aspect influencing purchasing decisions.

Citrus Hill is a shop that sells various plant seeds and other agricultural tools in the city of Bandung which has many customers. This store has a good strategy in dealing with fairly tight business competition and prioritizes customers (customer-oriented) rather than profit (profit-oriented). Citrus Hill has the hallmark of its products, namely lemons from the plantation itself. In addition, in the application of CRM, Citrus Hill has a special division in customer management which makes it different from other agricultural equipment stores in Bandung, namely the customer division. This division was formed specifically to manage customers and respond to customers and customer complaints spread across various cities. However, the extent to which the implementation of the Customer Relationship Management strategy carried out by Citrus Hill in handling consumer complaints can increase consumer confidence and the desire to buy is an interesting thing to study further.

II. Review of Literature

2.1 Customer Relationship Management (CRM)

Customer Relationship Management (CRM) is a management concept for managing customer relationships that is the easiest, cheapest, and most flexible to apply to companies engaged in any field. CRM has a focus on managing all the ways companies use to deal with customers (Greenberg, 2002). Customer Relationship Management (CRM) uses information technology to create a cross-functional system of companies that integrates and automates many customer service processes in sales, marketing, and customer service. interact with company customers (Fat Mawati, 2013). CRM supports a company to provide services to customers in real-time by establishing relationships with each valuable customer through the use of information about customers.



figure 1. CRM stages (Source : Kalakota and Robinson, 2001)

There are three stages of CRM as shown in Figure 1 namely (a). Get new customers (Acquire): New customers are obtained by providing easy access to information, innovations, and attractive services (b). Improving relationships with customers (Enhance): The company is trying to establish relationships with customers through providing good service to its customers (Customer Services). (c). Retain customers (Retain): An effort to get customer loyalty by listening to customers and trying to fulfill customer desire

2.2 Consumer Complaints

Consumer complaints are feedback (feedback) from customers addressed to companies that tend to be negative. This feedback can be done in writing or verbally (Bell and Luddington, 2006). Customer complaints are also one of the problems that will be encountered when running a business. It's not easy to give satisfaction to all customers, there will be some customers who feel dissatisfied and make complaints. But that does not mean the complaint is a barrier in a business. In fact, from these complaints business owners can make improvements to the parts that are lacking (Wysrcki and others, 2001).

But there are times when customer complaints can be a problem if it's not handled properly. Poor response to customers who submit complaints can leave a negative impression and reduce the level of customer satisfaction. Customer dissatisfaction may spread to other people whose tail decreases the number of prospective customers. One way that can be used to resolve customer complaints at the company is to open opportunities for customers to file complaints.

2.3 Consumer Trust

Consumer attitudes are important factors that will influence consumer decisions. The concept of attitude is very much related to the concepts of belief and behavior. Mowen and Minor in Rofiq (2007) state that the term consumer attitude formation often describes the relationship between trust, attitude, and behavior and is also related to the concept of product attributes. Product attributes are the characteristics of the product.

Mayer et al in Rofiq (2007) define trust as the willingness of one party to trust the other party. Based on the expectation that the other party will take certain actions that are important for the party that believes them. Trust is a complex multidimensional construct that differs from different stimuli of trust. Mayer, et al in Rofiq (2007) developed a model of trust dimensions, namely.

a. Ability

An ability is a group of expertise, competencies, and characteristics that allows one party to have a specific element. Ability is more than just service to individuals, but more on all aspects of how to do business.

b. Benevolence

Benevolence is the degree to which a trustee (seller) wants to do and give the best to the trustor (the consumer), regardless of the egocentric profit motive. Benevolence is the basis of social network services because benevolence will direct positive interactions between individual

c. Integrity

Integrity is the trustor's perception, that the trustee will survive on a set of principles that have been given to the trustor. What the trustee has said to the trustee must be the same as the action the trustee will take and the consumer has the curiosity whether the trustee can do the same thing as he promised.

2.4 Intention to Buy

Kotler (2004) in Suardika et al (2014) states that a perk's purchasing choices are influenced by the main psychological factors namely motivation, perception, learning

(knowledge), and beliefs and attitudes. These psychological factors will encourage consumers to act to utilize and perceive the experience and knowledge possessed by consumers in making product purchase decisions. This concept is reinforced by Latif (2011) which states that purchasing decisions have a positive relationship with psychological factors in the consumer concerned.

Kotler (2005) in Apriyanti (2011) state consumer behavior is strongly influenced by consumer attitudes towards products, if the attitude is positive then consumers will make purchases of products whose brands are in demand. Factors that influence consumer buying behavior (Kotler, 2005) related to this research are (1) psychological, (2) purchasing decisions, (3) post-purchase behavior. The consumer purchasing process can be influenced by time and location. In addition, the factors that can influence the situational process of consumer purchasing to consist of five categories, namely the first is around such as physical, location, saving ambiance, or weather. Second is the nature and surroundings such as social interaction with others. The third dimension is time. Air time plays an important role as buyers consider the durability of the product used or frequency into the base's why consumers buy certain products. The last consumers' condition or feeling might impact the consumer's decision process to buy (Sagala et al, 2014)

III. Research Method

This type of research is descriptive research. Moleong (2000:6) states that "The data collected is in the form of words, pictures and not numbers. This is due to the application of qualitative methods. In addition, everything that is collected is likely to be the key to what has been researched. So descriptive research is research that is limited to an attempt to uncover a problem, situation, or event related to the current state of the research subject. The purpose of this study is to create an overview or description of the application of Customer Relationship Management (CRM) in handling complaints implemented by Citrus Hill as an effort to increase consumer confidence and arouse the desire to buy. 1 Interviews with shop owners and managers and employees of Citrus Hill were conducted to determine the application of CRM at Citrus Hill. Our enemies from this research include the implementation of Customer Relationship Management (CRM) in handling complaints made by Citrus Hill.

Collect customer data

- Analysis of customer data and identification of target customers
- Collecting family data received by Citrus Hill.
- Handling every complaint made by Citrus Hill

a) The impact of implementing CRM in handling complaints made by Citrus Hill.

b) Servants faced by Citrus Hill in responding to every consumer complaint To find out consumers' responses and to know the level of Citrus Hill's consumer confidence, an interview was conducted with Citrus Hill consumers who have filed complaints. The focus of this study includes (1) product assessment, (2) the process of filing complaints, (3) the speed of handling complaints, (4) The level of customer satisfaction after filing a complaint.

In this study, the data analysis method used is a non-statistical data analysis method. This method is suitable for use in a qualitative descriptive study to describe a phenomenon by

way of describing the focus of the research is being investigated. The steps of data an is in this study are as follows:

1. Describe the application of customer relationship management (CRM) that is used by companies to collect and analyze information from customers, along with the technology infrastructure that supports the Customer Relationship Management (CRM) program
2. Describe customer programs created by the company in support of the application of Customer Relationship Management (CRM)
3. Describe the impact and obstacles faced by the company in implementing Customer Relationship Management (CRM)
4. Describe the product ratings from consumers
5. Describe the process of filing a complaint and the speed of complaint handling conducted by Citrus Hill.
6. Describe the level of customer satisfaction after filing a complaint.

IV. Discussion

4.1 Customer Relationship Management (CRM) process carried out by Citrus Hill

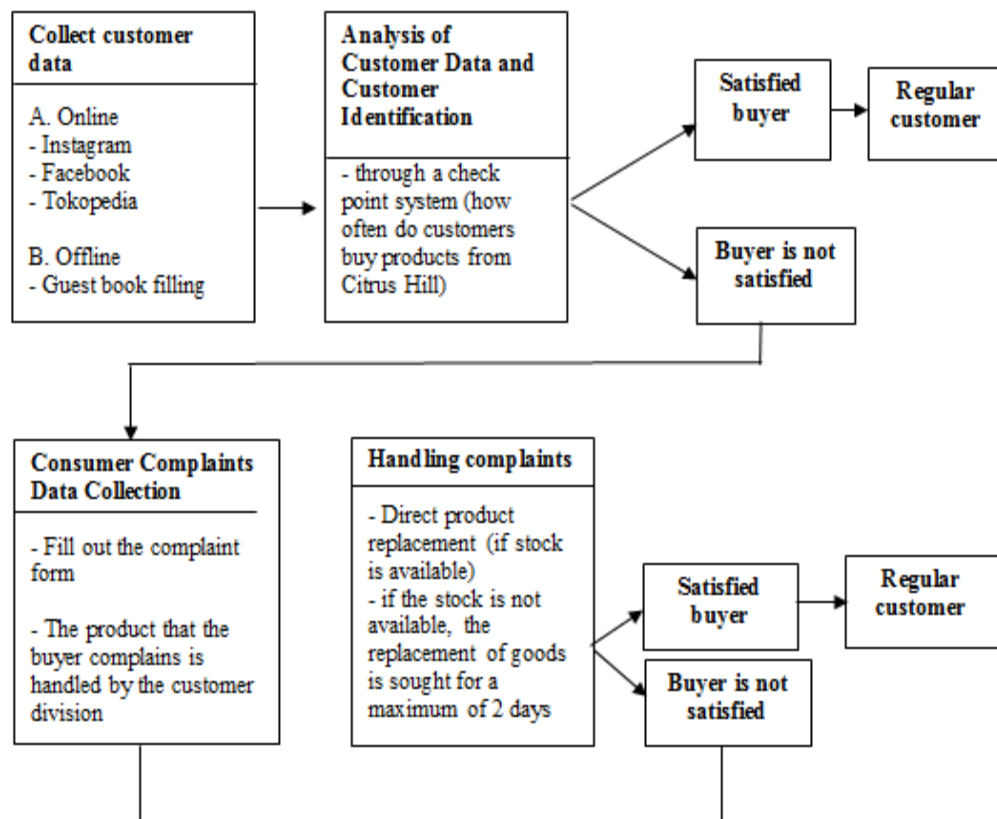


Figure 2. Phase of Consumer Handling In Citrus Hill

a. Collect customer data

The application of the CRM strategy performed by Citrus Hill begins by collecting data. Citrus Hill collects customer data in 2 ways, online and offline. Consumers who transact through online media are required to fill in their data such as name, address, place, and date of birth, current address, original address, cellphone number, Facebook, Twitter, and email. for offline ways, Citrus Hill has a guest book available at outlets containing prospective customer data, suggestions, criticisms, and customer orders.

b) Analysis of customer data and identification of target customers

The customer database is used as a basis for the development of CRM programs in this case combined data from online and offline. Data combined customer base can know their best customers is by way of seeing the checkpoint of each customer. The purpose of this checkpoint is how often customers have products from Citrus Hill. In addition, it can be seen what products are most in-demand by consumers so that Citrus Hill can find out which products they are most interested in. The more often these customers make repeat purchases, the more effective the Customer Relationship Management (CRM) implementation activities are carried out by Citrus Hill.

c) Data collection on consumer complaints

Every consumer who comes to the outlet to submit a complaint must fill out the complaint form containing the personal data, address, telephone number, product description complained about. the product brought directly by consumers will be directly reported to the customer division. Consumers who submit complaints through online media will be given instructions to bring goods to be exchanged or replaced.

d) Handling any complaints submitted by Citrus Hill consumers.

Every complaint that comes in every day will be checked by the customer division. Handling of each complaint is targeted at a maximum of 2 working days. For product replacement or product returns, if the stock of goods that you want to replace is still there then it is immediately given a replacement or return. But if the stock of goods is not available then a maximum of 2 days is given to replace the goods because the estimated collection of goods from the center or place of production requires time.

4.2 The Impact Of Implementing CRM In Handling Complaints Made by Citrus

With the division of the customer to deal with any complaints from consumers then Citrus hill incurs additional costs both for clicking the salaries of employees who are in the customer division or providing customer support facility division.

4.3 The obstacles faced by Citrus hill in responding to every consumer complaint

The obstacle faced by Citrus hill in responding to complaints is when the goods that you want to return/replace are not available in the store so it requires time to replace the items.

Citrus Hill Assessment of Consumer Responses, as follows.

a) Assessment Of Product

Results interview conducted by Scan to consumers Citrus Hill provides results that product sold by citrus hill has good quality. In addition, the availability of various choices of types of plants seeds and other agricultural products is an added value for consumers. The ease of purchasing products through online media has also become an added value for Citrus Hill in the eyes of consumers.

b) Process Of Filing A Complaint

For the process of filing complaints, researchers conducted interviews with consumers who had filed complaints with Citrus Hill. According to the Citrus Hill consumer, Citrus Hill is very cooperative in dealing with consumers who file complaints. Citrus Hill employees who are friendly and willing to listen to every complaint raised by consumers are a plus for the consumers. In addition, Citrus Hill employees in explaining the process of filing a complaint are very clear and very informative. Every day the consumer has explained the application WhatsApp is the extent of the complaint process takes place. Other consumers who want their grinds returned are handled well and if stock of substitute goods is available then at that time the goods can be returned and replaced by first filling out the "complain" form. So far, consumers who submit complaints have given satisfactory answers to the handling of complaints by Citrus Hill. This makes the consumer very happy for Citrus Hill and going will buy Citrus Hill products.

c) Speed of Handling Complaints

Consumers who have filed complaints with Citrus Hill according to them have been handled by Citrus Hill with varying time handling. Some are directly replaced and returned goods at that time, some have to wait 2-3 days for the product replacement process because the goods are not ready on the spot. But so far, handling complaints by Citrus Hill has been quick.

d) Level of Customer satisfactionAfter Filing A Complaint

To see the level of customer satisfaction after filing a complaint through interviews with consumers who have already filed complaints. Most said that they were satisfied with Citrus Hill's performance in handling every complaint. In addition, their future will buy more products from Citrus Hill because we believe that if there is a defective product production will be replaced by Citrus Hill with the complaint process is fast and transparent

V. Conclusion

Citrus Hill in maintaining and increasing consumer confidence using the Customer Relationship Management (CRM) strategy, which is through the process of collecting customer data, analyzing customer data, collecting house hold data received by Citrus Hill, and handling every complaint as quickly and as fully as possible.

In terms of consumers, Citrus Hill has the advantage of a variety of plant seeds and other agricultural products as well as the ease of purchasing grades through online media. for

about handling consumer complaints, Citrus Hill do-handling to quickly and satisfactorily thereby increasing consumer confidence in the future so that the consumers will buy products from Citrus Hill again.

The benefits of implementing CRM on Citrus Hill can be felt by all parties, both companies, employees, and customers. Citrus Hill believes that the implementation of CRM can maintain the company's long-term business existence and can increase consumer confidence so that it does not turn to competitors. For employees, the existence of CRM makes it easier for their work because of the existence of a clear customer database. While consumers get a guarantee that their complaints will be handled properly and get products by consumer expectations.

Suggestion

1. The application of Customer Relationship Management (CRM) on Citrus hill is further enhanced by making more use and more active on social media to dig up information and provide information to consumers.
2. Citrus Hill should collaborate with existing telecommunications services or providers to facilitate Citrus Hill in broadcasting messages to consumers as a whole to save costs and time in providing information to consumers
3. Add a team to the customer's division
4. Citrus Hill should create a special customer program for wholesale purchases so that wholesale sales targets can be achieved so that the implementation of the Customer Relationship Management (C RO) strategy can cover all aspects of sales.

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