

## THE INFLUENCES OF CUSTOMER RELATIONSHIP MANAGEMENT TO CUSTOMER SATISFACTION IN GAUDI CLOTHING STORE MANADO

*PENGARUH MANAJEMEN HUBUNGAN PELANGGAN TERHADAP KEPUASAN PELANGGAN PADA GAUDI CLOTHING STORE MANADO*

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**Abstract:** *The need is increasing and rapid technological development in the era of globalization, free markets, the increasingly fierce competition made the company create products to meet diverse consumer needs. The purpose of this study to analyze the influence of the value of the product, point of communication, loyalty programs, special services in the purchase of clothing at a boutique Gaudi both simultaneously and partially. Samples are determined based on the formula Slovin as many as 80 users. The method used is the Multiple regression, hypothesis testing using F & T test results showed simultaneous product value, contact point, loyalty programs, special services significantly influence the buyer's satisfaction. Partially product value, loyalty program, special service significantly influence the customer satisfaction while the contact point no significant effect on customer satisfaction. Gaudi management should create a new marketing strategy that is more spread acknowledgement about their product and strengthen their media that supported the communication with customer.*

**Keyword :** *product value, contact point, loyalty program, special service*

**Abstrak:** Kebutuhan meningkat dan perkembangan teknologi yang cepat dalam era globalisasi, pasar bebas, persaingan yang semakin ketat membuat perusahaan menciptakan produk untuk memenuhi kebutuhan konsumen yang beragam. Tujuan dari penelitian ini untuk menganalisis pengaruh dari nilai produk, titik komunikasi, program loyalitas, layanan khusus dalam pembelian pakaian di sebuah butik Gaudi baik secara simultan maupun parsial. Sampel ditentukan berdasarkan rumus Slovin sebanyak pengguna 80. Metode yang digunakan adalah regresi berganda, pengujian hipotesis menggunakan F & T Hasil uji menunjukkan faktor simultan nilai produk, pusat layanan komunikasi, program loyalitas, layanan khusus secara signifikan mempengaruhi keputusan pembeli. Sebagian nilai produk, program loyalitas, layanan khusus berpengaruh signifikan terhadap keputusan pembelian sedangkan titik komunikasi, tidak berpengaruh signifikan terhadap kepuasan pelanggan. manajemen Gaudi sebaiknya membuat strategi pemasaran baru yaitu lebih menyebarkan informasi produk dan memperkuat media yang membantu komunikasi perusahaan dengan para pelanggan.

**Kata kunci:** *nilai produk, pusat komunikasi, program kesetiaan, layanan khusus*

## INTRODUCTION

### Research Background

Fashion business nowadays, it's growing, especially in Indonesia. As is evident by the increasing number of emerging and existing distribution outlets sell various types of clothing. Along with the development of this clothing fashion, the competition for customers and profits are also growing increased. Many strategies are carried out as a branch establishment of businesses in various local customers, the purpose is to more easily obtain clothing sought. Solutions as these tend to require enormous production costs, because it is can make transactions more efficient and effective without constrained by time and distance.

Gaudi as one of the boutique that sells its own brand came from Indonesia, and is also the biggest fashion boutiques in Indonesia segment devoted to adolescents and adult women. Gaudi is the design of two women from Indonesia who eventually joined and this boutique founded. Gaudi started to open her first boutique in 2004 and until the end of 2012 has expanded to 26 outlets spread wide.

To fulfill the consumers demand, almost 15 items new released every monthly by Gaudi. Not only because the company also provides newest designs but the price is also reachable compare to others boutiques and Gaudi either give a lot of special services to their customers, such as in some special events, they give customers promotion and discount process.

Regarding the info above, Gaudi has a lot of branch offices all over Indonesia. Without well management system, company will not survive for this long. There's one program from Gaudi to maintain their customer, that is loyalty program. Which every customers that frequently loyal buy their product, Gaudi will give them a member card which means they can get other special price when they buy products. This program is one of CRM product.

CRM as an approach to manage customer relationships is seen as an attitude and a value that is placed in businesses and relationships between companies and their customers in order to improve customer value, increase profitability and maximize shareholder value. To create customer satisfaction, something of value must be offered. One of the most important parts is value delivery and one of key strategies to do that is customer relationship management.

### Research Objectives

The objectives of this research are to know

1. Product Value on Customer Satisfaction in Gaudi clothing store Manado.
2. Contact Point on Customer Satisfaction in Gaudi clothing store Manado.
3. Loyalty Program on Customer Satisfaction in Gaudi clothing store Manado.
4. Special Service on Customer Satisfaction in Gaudi clothing store Manado.
5. Product Value, Contact Point, Loyalty Program, Special Service simultaneously on customer satisfaction in Gaudi Clothing Store Manado

## THEORETICAL FRAMEWORK

### Theories

#### Marketing

Kottler and Amstrong(2008) define marketing as, The process by which companies create value for customers and build strong customers relationships in order to capture value from customers in return.

#### Customer Relationship Management

Customer Relationship Management (CRM) is the strategy for strengthening long-term relationship and enhancing customer value and shareholder value with individual key customers to increase customer satisfaction. The main and central concept, irrespective of which definition one chooses, is the customer. The most important goal with CRM is to create better relationships with customers and through these relationships, respond better to their needs and desires. Also, by developing and maintaining these relationships, better profitability and revenues will be accomplished while trust, commitment and loyalty are gained.

### Product Value

An assessment of the worth of a good or service. The product value assessed by a business when setting a price for a particular product can depend on its production costs, its overall market value and the value of the product as perceived by a targeted group of consumers.

### Contact Points

A person or a department serving as the coordinator or focal point of an activity or program. Communication from product easy to get and Most important, integration of all communications must be the same direction, same communication, and same emotional approach

### Loyalty Program

Loyalty programs are often developed with good intentions but unclear objectives. While retail loyalty programs have many purposes, the greatest value that is created for retailers is the ability to identify individual customers and to measure and understand their individual behaviors.

### Special Service

Special service was very effective to retain some customers. For example, a high volume customer requested the company to leave some products with the company guard on the weekend and she would pick up and then pay for the products on the next day

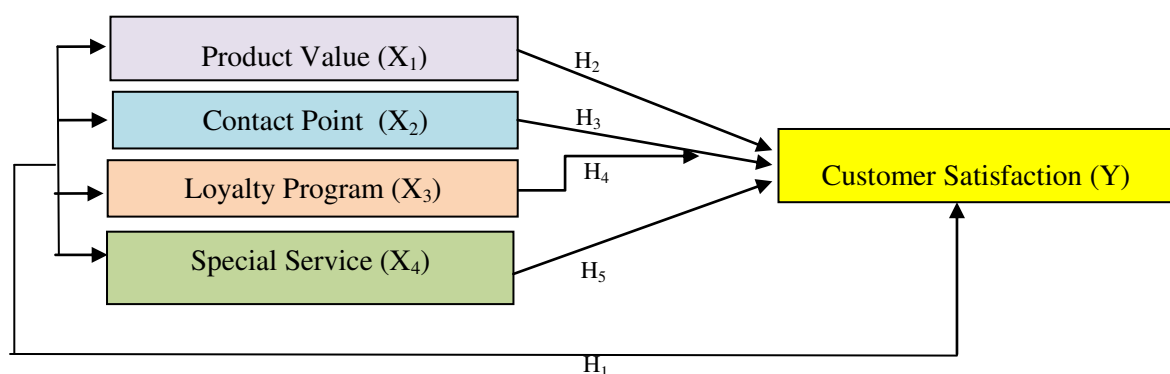
### Customer Satisfaction

Customer satisfaction is an overall psychological state that reflects the evaluation of a relationship between the customer/consumer and a company environment product service. Satisfaction involves of the following three psychological elements: cognitive (thinking/evaluation), affective (emotional/feeling), and behavioral. (Kim Stelson, 2010).

### Previous Research

Customer satisfaction is the initial outcome of CRM Kanitwaranun, Chantaraskul Waiyakarn, Sindhchai Keokitichai, (2012) Muruko (2012), Chowhan (2013) and can be enhanced by tactical approaches or key success factors as follows: Product Value, Contact Points, Loyalty Program, and Special Service. Article found out that The Retail sector of India is now running in dynamic challenges concerning both customer base and performance. Service quality, customer satisfaction, customer retention, customer loyalty and delight are now the measure challenges in gripping the Retail sector. Electronic Customer Relationship Management is proving to be slow in its implementation in the clothing retail companies in Zimbabwe. The clothing retail shops mainly use text messages and voice calls to communicate with their customers. The extent of e CRM, in terms of partnerships, empowerment, relations with customers, personalization, understanding customer expectations, customer prospecting, and interactive management, do have a positive and direct effect on business development. There is little or no presence of these clothing retail businesses on the internet.

### Conceptual Framework



Picture 1. The Conceptual Framework



**Research Hypothesis**

- H<sub>1</sub>: Woman Leadership, Organizational Culture, Working Climate, Effective Communication have Product Value, Contact Point, Loyalty Program, Special Service have Influence customer satisfaction simultaneously in Gaudi clothing store Manado
- H<sub>2</sub>: Product Value have influence customer satisfaction partially in Gaudi clothing store Manado
- H<sub>3</sub>: Contact Points have influence customer satisfaction partially in Gaudi clothing store Manado
- H<sub>4</sub>: Loyalty Program have influence customer satisfaction partially in Gaudi clothing store Manado
- H<sub>5</sub>: Special Service have influence customer satisfaction partially in Gaudi clothing store Manado

**RESEARCH METHOD****Type of Research**

This research is a causal type of research. This type of research determines if one variable causes another variable change. (Sugiyono, 2013:55) In this research is to investigate the influence of Customer Relationship Management (CRM) to Customer Satisfaction in Gaudi Clothing Store in Manado

**Place and Time of Research**

This study was conducted in Faculty Economic and business of Samratulangi University, between October - December 2015.

**Population and Sample**

Sekaran (2003), population is the entire group of people, events, of things of interest that the researcher wishes to investigate. The population in this research is customers (people) using Gaudi products in Manado. The samples were the people in Manado North Sulawesi. the samples using the confidence level which produce a margin of error of 0.05 from the population of users of Gaudi that the researcher found is about 100 people from family, friends, and other. With the formula  $n = N / (1 + N * e^2) = 100 / (1 + 100 * 0.05^2) = 80$ . According to this formula, the researcher decide to use 80 people as the respondent as the sample of this research

**Data Collection Method**

The source of data can be from primary and secondary sources. Primary data is data originated by the researcher specifically to address the research problem (Sekaran and Boogie, 2009:35). The researcher obtains primary data from results of survey and questionnaires.

**Operational Definition and Measurement of Research Variables**

Questions in the questionnaire made By using Likert scale, respondents will not have problems in understanding and filling out the questionnaire, and it is easy for the researcher to measure, interpreting and analyse the data.

**Data Analysis Method****Validity and Reliability Test**

Validity is evidence that the instrument, technique, or process used to measure a concept does indeed measure the intended concept (Sekaran and Bougie, 2009:449) to analyze the validity of questionnaire, Pearson Product Moment is used. An instrument measure is valid if the instrument measure what should be measured. Reliability is a test to the consistency and stability of the measuring instrument (Sekaran and Bogie 2009:444). The higher of the coefficient prove the better of measuring instrument.

**Multiple Regression Analysis Model**

Sekaran and Bougie, (2009:350), stated that multiple regression is a statistical technique that simultaneously develops a mathematical relationship between two or more independent variables and an interval - scaled dependent variable. Once gathered the data from the field, the next step to analysis the data and solving the problem using Multiple Regression Method, it also to test the hypotheses that have been stated. The data then inserted into the statistical tools SPSS 21.

## RESULT AND DISCUSSION

### Result

#### Validity and Reliability

The value of Corrected Item - Total Correlation with SPSS 21 of the indicators are all above the acceptance limit 0.5, therefore the research instrument is valid. The Reliability test is done by looking at the *Alfa Cronbach* value, in this research the value of Alfa Cronbach is 0.813, which is above the acceptance limit of 0.6, therefore the research instrument is reliable.

**Table 1. Validity and Test Result**

Question	R count	R table (0.05)	Status
X <sub>1.1</sub>	0,444	0.2199	Valid
X <sub>1.2</sub>	0,680	0.2199	Valid
X <sub>1.3</sub>	0,437	0.2199	Valid
X <sub>1.1</sub>	0,500	0.2199	Valid
X <sub>2.2</sub>	0,485	0.2199	Valid
X <sub>2.3</sub>	0,635	0.2199	Valid
X <sub>2.1</sub>	0,748	0.2199	Valid
X <sub>2.2</sub>	0,831	0.2199	Valid
X <sub>3.3</sub>	0,892	0.2199	Valid
X <sub>3.1</sub>	0,878	0.2199	Valid
X <sub>3.2</sub>	0,922	0.2199	Valid
X <sub>3.3</sub>	0,955	0.2199	Valid
X <sub>4.1</sub>	0,441	0.2199	Valid
X <sub>4.2</sub>	0,223	0.2199	Valid
X <sub>4.3</sub>	0,273	0.2199	Valid
X <sub>4.4</sub>	0,318	0.2199	Valid

Source : Data Processed SPSS 20, 2015.

**Table 2. Reliability and Test Result**

Question	Cronbach alpha	Standard deviation	Result
X <sub>1</sub>	0,755	0.6	Reliable
X <sub>2</sub>	0,770	0.6	Reliable
X <sub>3</sub>	0,848	0.6	Reliable
X <sub>4</sub>	0,875	0.6	Reliable
Y	0,655	0.6	Reliable

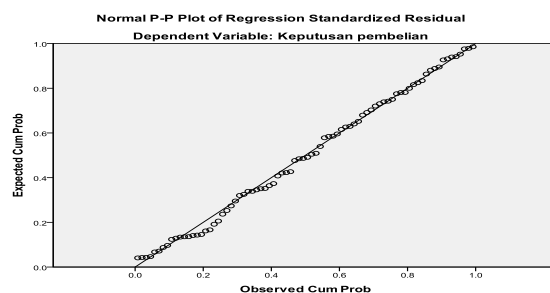
Source: Data Processed SPSS 20, 2015

Data above we can see that the significant score for each statement is  $< \alpha$  that is 0.05. Can be conclude that each statement is valid. The alpha score cronbach for each statement  $> 0.6$  so can be conclude also that each statement is reliable.

#### Classical Assumption Test

##### Normality Test

The picture shows that the graph Normal P-P of Regression Standardized Residual describe the spread of data around the diagonal line and spread follow the diagonal line graph, then the regression model used in this study meet the assumptions of normality.



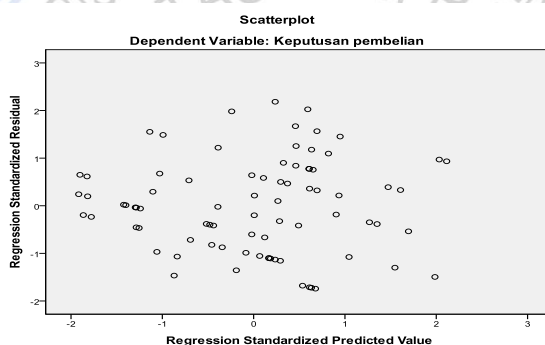
**Picture 3. Classical Assumption Normality Test**

*Source : Data Processed SPSS 20, 2015*

The Picture 3, shows that the graph Normal P-P of Regression Standardized Residual describe the spread of data around the diagonal line and spread follow the diagonal line graph, then the regression model used in this study meet the assumptions of normality

### Heteroskedasticity Test

Newbold, et al (2003:508) explained that models in which the errors do not all have the same variance are said to exhibit heteroscedasticity. When this phenomenon is present, the least square is not the most efficient procedure for estimating the coefficient of the regression model. Moreover, the usual procedure for deriving confidence interval and test of hypothesis for these coefficient are no longer valid.



**Picture 4. Classical Assumption Heteroskedasticity Test**

*Source : Data Processed SPSS 20, 2015*

Picture above is scatter plot graphics for heteroskedasticity test. The picture shows that the points are spread randomly and there is no clear pattern is formed, the points are spread out below and above 0 on the Y axis. So there is no heteroskedasticity identified in the regression model, and the regression model can be used to predict the decision variable.

### Multicollinearity Test

**Table 3. Multicollinearity Test**

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Product Value	,316	3,167
Contact Point	,326	3,070
Loyalty Program	,307	3,255
Special Service	,608	1,645

The result from Table 3, can be seen in the output of coefficient model, said no indication of multicollinearity if the VIF < 10. Results of the calculations got VIF score for Product Value (X1), Contact Point (X2), and Loyalty Program (X3), and Special Service (X4) under number 10 it can be concluded that there were no indication of multicollinearity in the regression model.

**Multiple Regression Linier Analysis**

Cooper and Schindler (2001:706) stated that multiple regression analysis is a technique to observed value of more than one X to estimate or predict corresponding Y value. Multiple regression is a descriptive tool used to (1) develop a self-weighting estimating equation by which to predict values for a dependent variable from the values of independent variables, (2) control confounding variables to better evaluate the contribution of other variables, or (3) test and explain a casual theory. The formula of multiple regression sekarang (2003:268):

**Tabel 4. Multiple Regression Linier**

Unstandarized Coefficients	
Model	B
(Constant)	5,289
Product Value	0,083
Contact Point	-0,032
Loyalty Program	0,071
Special Service	0,479

source : data SPSS 20, 2015

$$Y = 9.602 + 0.145 X_1 + 0.221 X_2 + 0.141 X_3 - 0.170 X_4$$

$X_1$  = Product Value ;  $X_2$  = Contact Point ;  $X_3$  = Loyalty Program ;  $X_4$  = Special Service

The result show that the independent variables product value, loyalty program, special service in the regression model partially influence the dependent variable positively while contact point influence the dependent variable negatively. The Constants ( $\alpha$ ) of 5.289 means that if product value, contact point, loyalty programs, special service are all equal to zero (0), then the value of purchase decision is 5.289. The coefficient of product value (0.083) means that if culture increases 1 unit then the customer satisfaction increase 0.145. The coefficient of loyalty program (0.071) means that if social increases 1 unit then the purchase decision increase 0.071. The coefficient of special service (0.479) means that personal increases 1 unit then the purchase decision increase 0.479. And the coefficient of psychological (-0.032) means that the psychological increases 1 unit then the purchase decision decrease -0.032.

**Coefficient determination ( $R^2$ )****Table 5. Coefficient Determination ( $R^2$ )**

Model	R	R Square	Adjusted R Square
1	.693 <sup>a</sup>	.480	.452

The coefficient of determination is  $R^2 = 0.173$  which is the correlation coefficient quadrate  $(0.693)^2 = 0.480$ . R square is usually called the coefficient determination which is 0.480 or 48% that means the consumer buying decision is able to be explained by Variables. And the rest 52% are caused by the other factors.

**Hypothesis Test (F-test and T-test)****Table 6. F-test and t-test**

Model	F-test		T-test	
	F	Sig	T	Sig
Constant			5,461	.001
Product Value			,828	.410
Contact Point	17,306	0,006	-,263	.794
Loyalty Program			,957	.342
Special Service			5,268	,000

Source: data processed SPSS 20, 2015



F-test use the criteria that If  $F_{\text{counted}} \geq F_{\text{table}}$  then the dependent variables ( $X_1, X_2, X_3, X_4$ ) simultaneously influence Consumer Purchase. since  $F_c = 17.306 > F_\alpha = 2.494$ , then  $H_0$  is rejected and  $H_1$  is accepted. It means that all the independent variables simultaneously influence consumer purchase decision. At the column of significant it is shown that the significant value is 0.006 which is less than 0.01. The only one variable that have significant influence towards consumer satisfaction is contact point because the T-table lower than T-count. The other variables have no significant influence to consumer satisfaction because the T-table greater than T-count.

## Discussion

### The influence Product Value towards Consumer Satisfaction

In Manado, Gaudi already known by several groups of people, especially woman. This is because Gaudi is one of several numerous best boutique that already exist in years. Gaudi itself famous because their product always provide newest design every monthly, the source of the products as well always the best. Not doubt, Gaudi can be proclaim as one of best boutique in Indonesia.

### The influence Contact Point towards Consumer Satisfaction

Otherwise, even how good products itself doesn't followed by good acknowledgement the result always not significant. Gaudi information, especially in Manado are lack compared to other competitors this is because Gaudi focus on direct sales so that advertising and promotional physically in Manado cannot be seen. Whereas one of the important factors that influence the motivation in making purchasing decisions on product is promotion and advertising that are in physically ways. From Here can be seen there is no positive significant motivation for customer satisfaction of Gaudi products because of that factors While it has been explained that the available information in Manado are less. It is proven that perception can not support the purchase decisions because of the limitations of available information in Manado.

### The influence Loyalty Program towards Consumer Satisfaction

Gaudi provides a lot of loyal programs to those customers that loyal using their products. Many kind of program their launched to keeping and growing the customer, as example, they made a card for loyal customers which means every time they buy products they can directly get cut off price because they have member card. And also for those students segmentation, they give some cut off price if they bring their student card every time they come.

### The influence of Special Service towards Consumer Satisfaction

Gaudi also provides a lot of special prices, such as : in chrismast, eid Mubarak,etc they give special service either it cutting off the price or buy 1 get1 free or give doorprize. Which this means Gaudi gives a lot of surprises to customers, so its maintaining customers itself in return. It also means, Gaudi could achieve new loyal customer by this program.

## CONCLUSION AND RECOMMENDATION

### Conclusion

This research concludes findings as follows:

1. All independent variables have simultaneously strong relationship with Consumer Satisfaction as dependent variable. The results obtained from data processed using the Multiple Regression Equation Model with SPSS 22.
2. Product Value has negative relationship with customer satisfaction. Products are core values, including benefit, standard, variety, and being product in trend, have negative influence.
3. Contact Point has negative effect relationship with consumer satisfaction. It means all the communications and all medias that info about gaudi clothing has negative influence to consumer satisfaction.
4. Loyalty Program has also negative effect to consumer satisfavtion. The member cards, all the loyal cards gift from gaudi also has no influence to consumer satisfaction.



5. Special service has very significant influence to consumer satisfaction. All the special price programs really can get the attentions for the consumers's needs. It is obviously influence the consumer satisfaction.

### Recommendation

Solving their main problems are doing much of publicity about their products, such as : Spread the products through medias, TV , Billboard, Radio, Newspaper. Or even Media social : Facebook, Instagram, Twitter, etc also they have to increasing their information service direct or indirectly, for example: company has to open critic and suggestion line call, so customers can efficiently and effectively connect with company. Many company usually become bigger if their customer service on the field running well by their manager, especially on how they handle communication with their customers

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