

## The Influence Of Customer Relationship Management And Service Quality On Customer Loyalty Of Jne Pendowo Branch

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### ABSTRACT

Technological developments have a major influence on people's lives. In its development, shipping companies are also growing rapidly. In the company's marketing strategy, the existence of customer relationship management (CRM) and service quality is an attraction to maintain customer loyalty. The purpose of this study was to examine the influence of customer relationship management variables and service quality on customer loyalty at JNE Pendowo Branch among university students in Malang. The research approach used a quantitative explanatory research approach. Data collection was carried out by distributing questionnaires to 100 respondents who met the research criteria. This research used a purposive sampling technique. The data analysis technique used was descriptive analysis, validity test, reliability test, classic assumption test, and hypothesis testing. The results of this study indicate that customer relationship management and service quality have a positive and significant effect partially or simultaneously on customer loyalty at JNE Pendowo Branch. From this research, it is hoped that JNE Pendowo Branch can maintain and improve customer relationship management and service quality. So, that customers are more loyal to make purchases.

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### INTRODUCTION

The COVID-19 pandemic, which has become an outbreak for all countries, has brought major changes, especially in the economic aspect. In the midst of this condition, several industries actually experience profits and rapid development, one of which is a company in the field of logistics. The surge in online shopping makes delivery services very much needed for some business actors, so that in the midst of the Covid 19 outbreak, logistics companies are able to survive and develop. Not only business actors who need shipping services, but people in general also use this service to send goods out of town. As reported by article kontan.co.id (2020) stated the results of a quick survey conducted by MarkPlus, Inc. on 122 respondents throughout Indonesia with 59.8% coming from Jabodetabek and 41.2% non-Jabodetabek. The use of courier services before the pandemic as many as 39% of respondents stated that it increased significantly and other results stated that only a slight increase.

Indonesia has several companies in the field of shipping goods, namely J&T, JNE, Pos Indonesia, Ninja Xpress, Shopee Xpress, AnterAja, Lion Parcel, SiCepat, and TIKI. JNE is one of the largest freight forwarding service companies with the widest network in Indonesia and also JNE is the oldest logistics company in Indonesia. From year to year JNE is able to continue to grow and be loved by the people of Indonesia as evidenced by JNE's entry in the *Top Brand Award*, and became the first place with 39.30% of the votes.

In running its company, JNE uses social media as a communication tool with its customers. Social media used by JNE are Instagram, Twitter, and Facebook. On social media, JNE provides information about promotions, discounts, and company information. Social media is also a forum for customers to complain about problems related to customer inconvenience in using JNE

services, and customers can provide suggestions and criticisms. Social media is one of the *customer relationship management* (CRM) strategies implemented by JNE. In addition to social media, there are several services provided by JNE, especially for JNE customer complaints, namely *customer care*, regional *call centers*, ask Joni, and email. These media are used to facilitate communication and maintain good relations with customers. This is done to grow JNE customer loyalty. This study aims to analyze the effect of *customer relationship management* variables and service quality variables partially and simultaneously on JNE Pendowo Branch customer loyalty variables.

## METHOD

This research explains about *customer relationship management* and service quality to customer loyalty. This study compares existing theories by evaluating responses from respondents regarding the influence of *customer relationship management* and service quality on customer loyalty of JNE Pendowo Branch (study on students in Malang City). The type of research used is *explanatory research* with quantitative research methods. According to (Sugiyono, 2015) *explanatory research* is a research method that intends to explain the position of the variables studied and the influence between one variable and another. The population studied in this study is students in Malang City who have become customers of JNE Pendowo Branch with a total of 970 students. The sample calculation in this study used the slovin formula.

Based on these calculations, the number of students taken was 90.6542 and rounded to 100. The sampling technique in this study uses *purposive sampling* with several criteria, namely students in Malang City, students who use the services of JNE Pendowo Branch more than 2 times, and students from Polinema, UB, UM, UIN Maulana Malik Ibrahim, and UMM. The data collected by the researcher used a questionnaire facility filled out by respondents in accordance with predetermined criteria. The questionnaire made contains statements regarding the variables studied. This study used primary and secondary data. The primary data used came from observation and distribution of questionnaires. The secondary data used is sourced from literature, books, reports, and journals.

The operational definition of this research variable is *customer relationship management* (X1) according to (Rahmawati et al., 2019) the first CRM indicator is technology with work and integrated items, the second indicator is humans with skill and attitude items, the third indicator is process with contributing and focused items, the fourth indicator is knowledge and understanding with relationship items and knowing customers.

Service quality (X2) according to (Indrasari, 2019) the first indicator is *tangibles with the company's physical items and appearance*, the second indicator is *reliability with service items accurately and reliably*, the third indicator is *responsiveness with readiness items and hearing complaints*, the fourth indicator is *empathy (emphaty) with items of care and attention*. Customer loyalty according to (Sangdji & Sopiah, 2013) the first indicator is using services regularly with items using services again and using services in the future, the second indicator is using services outside the line with different service items and using other services, the third indicator is recommending services with positive information items and recommending, the fourth indicator is showing immunity from the attractiveness of services with the main and loyal choice items.

This study uses 7 data analysis methods, namely descriptive analysis, validity test, reliability test, classical assumption test, multiple linear analysis, coefficient of determination (R<sup>2</sup>) and hypothesis test. The analysis method is used to process data derived from questionnaire answers that have been distributed. Data processing using *SPSS 25 for windows application*. Processing data from questionnaires using *Likert scale*.

(Murad et al., 2022) with the title "Pengaruh Kualitas Pelayanan, Kepuasan Pelanggan, *Customer Relationship Management*, Terhadap Loyalitas Pada J&T Kota Sigli.". The results showed that the quality of service partially affected customer loyalty at J&T Sigli City. Customer satisfaction partially affects customer loyalty in J&T Sigli city. (Santosa & Febriadi, 2022) with the title "Pengaruh *Customer Relationship Management* (CRM) Terhadap Loyalitas Pelanggan Korporat Pada Penggunaan Layanan Pengiriman Surat dan Paket di Kantor Pos Bengkulu 38000.". The results showed that the sig value was smaller. So it can be concluded that *Customer Relationship Management* has a positive and significant effect in maintaining Corporate Customer Loyalty at the Bengkulu POS Office. (Elen & Raymond, 2020) with the title "Pengaruh Kualitas Pelayanan, Kepuasan Pelanggan dan *Customer Relationship Management* Terhadap Loyalitas Pelanggan Pada J&T Express Indosat.". The results obtained by service quality, customer satisfaction and customer relationship management (CRM) have a significant effect on customer loyalty.

(Suryadi et al., 2019) with the title "*The Effect of Service Quality on Customer Loyalty at Post Office (Persero) Pekanbaru Branch*". Based on the results of the study, it is known that if tangible, reliability, responsiveness, assurance and empathy variables are equal to zero (0), then customer loyalty is 15,752. The value of the coefficient of determination test (R<sup>2</sup>) of 0.383 shows that the percentage of contribution of tangible, reliability, responsiveness, assurance and empathy variables to customer loyalty is 38.3%, the remaining 61.7% is influenced by other variables. (Rasyidy et al., 2021) with the title "*The Effect of Trust and Service Quality on Customer Loyalty of Goods Delivery Services (Case Study at PT. Tiki)*". The results of this study can be seen that there is a positive and significant partial influence between trust and service quality on customer loyalty. The simultaneous influence of trust variables and service quality has a significant and positive effect on customer loyalty of PT. Tiki.

*Customer relationship management* according to (Adam, 2015) is a combination of people, processes and technology that seeks to understand the company's customers. Service quality according to (Mu'ah, 2014) is an effort made by the company to meet the expectations of its customers. According to (Tjiptono, 2014) Customer loyalty customer commitment to a brand, store or supplier, based on a very positive attitude and reflected in consistent repeat purchases.

## RESULTS AND DISCUSSION

PT Tiki Jalur Nugraha Eka Courier (JNE) was established on November 26, 1990 which was founded by H. Soeprapto Soeparno who also pioneered one of TIKI's expeditions, in a simple event at an Orphans and Blind Foundation (Yatuna) with several colleagues in Makassar District, East Jakarta. In 1993, H. Soeprapto Soeparno had separated JNE's management and governance from TIKI completely, so that JNE could develop the company's direction and goals independently, even compete fairly with TIKI. JNE in 1995 introduced a *drop point* system or delivery agent used to strengthen sales networks. In 2000, JNE still used the trademark or brand TIKI JNE. In the same year, JNE no longer listed the name "TIKI" as a trademark or brand, and released a new logo with the brand "JNE Express".

Since 2013, JNE has focused on expanding the capacity and capability of its physical infrastructure and technology to anticipate the rapid growth of online shopping transactions through *marketplaces* and digital lifestyle trends in Indonesia. In 2014, JNE launched the MY JNE application, an all-in-one Android-based application that helps customers to check shipping rates, track package positions, nearest counter locations, as well as places for buying and selling transactions between sellers and individual buyers. In 2020, JNE pioneered the construction of a large-scale automated sorting center called Mega Hub in Bandara Mas, Cengkareng, Tangerang. In

2022, JNE released Raket Indonesia, an application-based instant courier service that guarantees estimated delivery within 1 hour. This service is already available in 54 cities or JNE Branches.

### Data Analysis

#### Descriptive Analysis

In the frequency distribution of *the customer relationship management* variable (X1), the highest mean value is on the item (X1.6) (focus) by 4.24%, while the lowest mean value is on the item (X1.2) (integrated) by 3.98%. The frequency distribution of the service quality variable (X2) the highest mean value is on the item (X2.1) (concern) by 4.27%, while the lowest mean value is on the item (X2.1) (company physical) by 3.99%. The frequency distribution of the customer loyalty variable (Y) the highest mean value is on items (Y8) (*loyal*) by 4.21%, while the lowest mean value on items (Y4) (*using other services*) is 3.92 %.

#### Validity Test

All items used as a measurement tool for customer *relationship management* variables, service quality, and customer loyalty are valid.

#### Reliability Test

Based on reliability tests in this study, it shows that the items used as a measurement tool for customer *relationship management variables*, service quality, and customer loyalty are declared reliable.

#### Classical Assumption Test

The classic assumption test results of this study: First, the normality test results can meet the assumptions. The results of the multicollinearity test did not find any multicollinearity. Heteroskedasticity test results of heteroskedasticity free regression model.

#### Multiple Linear Regression Analysis

Multiple linear regression analysis in this study uses equation  $Y = a + b_1X_1 + b_2X_2 + e$ . The results of these calculations *are customer relationship management* variables (X1) and service quality (X2) have a positive relationship with customer loyalty variables (Y).

#### Coefficient of Determination (R<sup>2</sup>)

The adjusted R square value in this study was 0.529 (52.9%). This can be interpreted that the amount of contribution of all variables X, namely *customer relationship management* (X1) and service quality variables (X2) to the variable of customer loyalty (Y), is 52.9%, while the remaining 47.1% is the contribution of other variables that were not studied.

#### Hypothesis Test

##### Partial Hypothesis Test

The *customer relationship management* variable (X1) obtained a calculated value of 2.654 > 1.661 (ttable) and a sig value of 0.009, so it can be concluded that the *customer relationship management* variable (X1) partially affects customer loyalty (Y). In the service quality variable (X2) obtained a calculated value of 6.160 > 1.661 (ttable) and a sig value of 0.000, so it can be concluded that the service quality variable (X2) partially affects customer loyalty (Y).

#### Test Hypotheses Simultaneously

F test values of 56.491 > 3.09 and significance values of 0.000, can be interpreted that *customer relationship management* (X1) and service quality (X2) simultaneously affect customer loyalty (Y).

### Discussion

The characteristics of respondents in this study who became customers of JNE Pendowo Branch based on the average age of 22 years with a percentage of 69% (69 respondents), while the age of 20 was the lowest with a percentage of 1% (1 respondent). Based on gender, the average customer of JNE Pendowo Branch is female with a percentage of 78% (78 respondents), while male respondents are 22% (22 respondents). Based on the use of services, the number of respondents using services more than 6 times as many as 68% (68 respondents), it can be interpreted that respondents use the services of JNE Pendowo Branch more than 6 times. The results of the validity test show that the questionnaire is declared valid. The results of the reliability test show that the type of variable is declared reliable. The results of the normality test show that the data is distributed normally. The results of the multicollinearity test are known not to occur multicollinearity in the regression model. The results of the heteroskedasticity test are known not to occur symptoms of heteroskedasticity from the regression model. The results of the coefficient of determination (R<sup>2</sup>) show that the variables *customer relationship management* (X1) and service quality (X2) have an influence of 52.9% on customer loyalty (Y). The results of partial and simultaneous hypothesis testing state that *customer relationship management* and service quality have a positive and significant influence on customer loyalty both partially and spartanly.

### Theoretical Implications

Based on the results of this study, it can be seen that *customer relationship management* variables have a positive and significant effect on customer loyalty. This is supported by the theory put forward by Tjiptono (2014: 422) that *customer relationship management* is used to build long-term relationships with customers is the best way to create customer loyalty. The better the relationship between the customer and the company, the more loyal the customer will be to the company. Not only *customer relationship management*, customer quality also has a positive and significant effect on customer loyalty. This is supported by the theory put forward by Sudarsono (2022: 14) (2022: 14) service quality is a reflection of consumers' views on the service received at a certain time.

### Practical Implications

Based on the results of the study, it can be seen that the variables of *customer relationship management* and service quality are factors that significantly affect the loyalty of JNE Pendowo Branch customers (study on students in Malang City). JNE can make *customer relationship management* variables and service quality as a reference that needs to be improved to create customer loyalty. Based on the results of the study, it shows that the variable of service quality has a greater influence on customer loyalty than the variable of *customer relationship management*. This can be interpreted that customers use JNE services based on the quality of service available at JNE Pendowo Branch, the better the existing service, the more loyal customers will be to JNE Pendowo Branch. JNE can also improve *customer relationship management* so that customers can be loyal to JNE.

### Implications of Upcoming Research

For future researchers who will conduct similar research using *customer relationship management* variables and service quality to customer loyalty, you should add other variables so

that the research becomes better and more complete. *Customer relationship management* and service quality for customer loyalty can also be done on other subjects such as banks, cellular operators (Telkomsel, Indosat, etc.) and other types. To perfect this research, researchers can then use price variables, brand image, consumer satisfaction, purchase decisions, trust and so on.

### CONCLUSION

*Customer relationship management* (X1) partially has a positive and significant effect on customer loyalty of JNE Pendowo Branch. Service quality (X2) partially has a positive and significant effect on JNE Pendowo Branch customer loyalty. *Customer relationship management* (X1) and service quality (X2) simultaneously affect the loyalty of JNE Pendowo Branch customers. From this research, there are suggestions that can be given to JNE Pendowo Branch, namely: JNE Pendowo Branch should improve HR regarding employee knowledge of the application features used. JNE Pendowo Branch should add facilities and pay attention to design and layout to attract customer attention and make customers comfortable when making purchases. JNE Pendowo Branch should better introduce and offer other service products to customers, so that customers know all the service products in JNE and will try all services offered by JNE.

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