

## **The Influence Of Customer Relationship Management And Service Quality On Customer Loyalty At 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 epidemic for all countries, has brought major changes, especially in the economic aspect. In the midst of this condition, several industries have actually experienced rapid profits and development, one of which is a company in the logistics sector. The surge in online shopping has made delivery services very much needed by some business actors, so that in the midst of the Covid-19 outbreak, logistics companies have been able to survive and grow. Not only business actors need delivery services, but the general public also uses this service to send goods out of town. As reported in the article kontan.co.id (2020) states 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 had increased significantly and other results stated that there had only been 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 shipping service companies with the widest network in Indonesia and JNE is also the oldest logistics company in Indonesia. From year to year, JNE has been able to continue to grow and be loved by the Indonesian people, as evidenced by JNE's entry into the Top Brand Award, and being ranked first with 39.30% of the votes.

In running its company, JNE uses social media as a means of communication with its customers. The social media used by JNE are Instagram, Twitter, and Facebook. On these social media, JNE presents information about promotions, discounts, and company information. Social media is also a place for customers to complain about problems related to customer discomfort 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 center, ask Joni, and email. These media are used to facilitate communication and maintain good relationships with customers. This is done to foster JNE customer loyalty.

Based on the description above, the research title can be taken as follows: "The Influence of Customer Relationship Management and Service Quality on Customer Loyalty of JNE Pendowo Branch (Study on Students in Malang City)". This study aims to analyze the influence of customer relationship management variables and service quality variables partially and simultaneously on customer loyalty variables of JNE Pendowo Branch.

## **Literature Study**

### **Empirical Study**

1. (Murad et al., 2022) with the title "The Influence of Service Quality, Customer Satisfaction, Customer Relationship Management, on Loyalty at J&T Sigli City.". The results of the study indicate that service quality partially influences customer loyalty at J&T Sigli City. Customer satisfaction partially influences customer loyalty at J&T Sigli City.
2. (Santosa & Febriadi, 2022) with the title "The Influence of Customer Relationship Management (CRM) on Corporate Customer Loyalty in the Use of Mail and Package Delivery Services at the Bengkulu 38000 Post Office.". The results of the study showed that the sig value was smaller. So it can be concluded that Customer Relationship Management has a positive and significant effect on maintaining Corporate Customer Loyalty at the Bengkulu Post Office.
3. (Elen & Raymond, 2020) with the title "The Influence of Service Quality, Customer Satisfaction and Customer Relationship Management on Customer Loyalty at J&T Express Indosat.". The results obtained show that service quality, customer satisfaction and customer relationship management (CRM) have a significant effect on customer loyalty.
4. (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 coefficient of determination test (R<sup>2</sup>) value of 0.383 indicates that the percentage contribution of tangible, reliability, responsiveness, assurance and empathy variables to customer loyalty is 38.3%, the remaining 61.7% is influenced by other variables.
5. (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 show that there is a positive and significant partial influence between trust and service quality on customer loyalty. The simultaneous influence of trust and service quality variables has a significant and positive effect on customer loyalty at PT. Tiki.

### **Theoretical review**

#### **Marketing**

Marketing according to (Gozali, 2013) is a comprehensive system in the form of various business activities of a company by means of planning, pricing, promotion, distribution of goods or services that can satisfy the needs of buyers, consumers and customers.

#### **Marketing Mix**

Marketing mix according to (Buyamin, 2021) is a performance resulting from the accuracy of determining product, price, distribution and promotion strategies.

#### **Customer Relationship Management (CRM)**

*Customer relationship management* according to (Adam, 2015) is a combination of people, processes and technology that seeks to understand a company's customers.

### **Quality of Service**

Quality of service according to (Mu'ah, 2014) is an effort made by a company to meet its customers' expectations.

### **Customer Loyalty**

According to (Tjiptono, 2014) Customer loyalty is a customer's commitment to a brand, store or supplier, based on a highly positive attitude and reflected in consistent repeat purchases.

## **METHOD**

This study explains about customer relationship management and service quality towards customer loyalty. This study compares existing theories by evaluating respondents' responses regarding the influence of customer relationship management and service quality towards 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 aims to explain the position of the variables being studied and the influence between one variable and another.

The population studied in this study were students in Malang City who had become customers of JNE Pendowo Branch with a total of 970 students. The sample calculation in this study used the Slovin formula.

$$n = \frac{N}{1 + N(e^2)}$$

$$n = \frac{970}{1 + 970(0,1 \times 0,1)}$$

$$n = 90.6542$$

Based on these calculations, the number of students taken was 90.6542 and rounded up to 100. The sampling technique used in this study was *purposive sampling* with several criteria, namely students in Malang City, students who use JNE Pendowo Branch services 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 filled out by respondents according to the specified criteria. The questionnaire created contained statements regarding the variables studied. This study used primary and secondary data. The primary data used came from observations and questionnaire distribution. The secondary data used came 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 the items working and integrated, the second indicator is people with the items skills and attitudes, the third indicator is the process with the items contributing and focusing, the fourth indicator is knowledge and understanding with the items relationships and knowing customers.

Service quality (X2) according to (Indrasari, 2019) The first indicator is tangible with the company's physical items and appearance, the second indicator is reliability with accurate and reliable service items, the third indicator is responsiveness with readiness and listening to complaints, the fourth indicator is empathy with care and attention items.

Customer loyalty according to (Sangdji & Sopiah, 2013) The first indicator is using services regularly with the 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 appeal of services with the items of primary choice and loyalty.

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

## **RESULTS AND DISCUSSION**

### **Company Overview**

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

Since 2013, JNE has focused on increasing the capacity and capabilities of its physical and technological infrastructure 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 Android-based multi-purpose application that helps customers check shipping rates, track package positions, the location of the nearest counter, as well as a place for buying and selling transactions between individual sellers and buyers. In 2020, JNE pioneered the construction of a large-scale automatic sorting center called Mega Hub at Mas Airport, 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 in item (X1.6) (focus) of 4.24%, while the lowest mean value is in item (X1.2) (integrated) of 3.98%. The frequency distribution of the service quality variable (X2) has the highest mean value in item (X2.1) (concern) of 4.27%, while the lowest mean value is in item (X2.1) (physical company) of 3.99%. The frequency distribution of the customer loyalty variable (Y) has the highest mean value in item (Y8) (loyal) of 4.21%, while the lowest mean value is in item (Y4) (using other services) of 3.92%.

#### **Validity Test**

All items used as measuring tools for the variables customer relationship management, service quality, and customer loyalty were declared valid.

#### **Reliability Test**

Based on the reliability test in this study, it shows that the items used as measuring tools for the variables of customer relationship management, service quality, and customer loyalty are declared reliable.

#### **Classical Assumption Test**

The results of the classical assumption test of this study: First, the results of the normality test can meet the assumptions. The results of the multicollinearity test did not find any

multicollinearity. The results of the heteroscedasticity test of the regression model are free of heteroscedasticity.

### **Multiple Linear Regression Analysis**

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

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

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

### **Hypothesis Testing**

#### **Partial Hypothesis Testing**

The customer relationship management variable (X1) obtained a t-value of 2.654 > 1.661 (t<sub>table</sub>) and sig value of 0.009, so it can be concluded that the customer relationship management variable (X1) partially influences customer loyalty (Y). In the service quality variable (X2), the t-value obtained is 6.160 > 1.661 (t<sub>table</sub>) and a sig value of 0.000, so it can be concluded that the service quality variable (X2) partially influences customer loyalty (Y).

#### **Simultaneous Hypothesis Testing**

The F test value is 56.491 > 3.09 and a significance value of 0.000, it can be interpreted that *customer relationship management* (X1) and service quality (X2) have a simultaneous effect on customer loyalty (Y).

### **Discussion**

The characteristics of respondents in this study who are customers of JNE Pendowo Branch based on an average age of 22 years with a percentage of 69% (69 respondents), while the age of 20 is 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 respondents are male as much as 22% (22 respondents). Based on the use of services, the number of respondents using services more than 6 times is 68% (68 respondents), it can be interpreted that respondents use JNE Pendowo Branch services 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 variable type is declared reliable. The results of the normality test show that the data is normally distributed. The results of the multicollinearity test show that there are no symptoms of multicollinearity in the regression model. The results of the heteroscedasticity test show that there are no symptoms of heteroscedasticity from the regression model. The results of the determination coefficient (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 simultaneously.

### **Implications**

#### 1) Theoretical Implications

Based on the results of this study, it can be seen that the customer relationship management variable has 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

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better the relationship between customers and the company, the more loyal the customers 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 the consumer's view of the service received at a certain time.

2) 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 influence customer loyalty at JNE Pendowo Branch (a study of students in Malang City). JNE can use the variables of customer relationship management and service quality as references that need 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 at JNE Pendowo Branch, the better the 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.

3) Implications for Future Research

For further researchers who will conduct similar research using customer relationship management and service quality variables on customer loyalty, it is better to add other variables so that the research becomes better and more complete. Customer relationship management and service quality on customer loyalty can also be done on other subjects such as banks, cellular operators (Telkomsel, Indosat, etc.) or other types. To perfect this research, further researchers can use price variables, brand image, consumer satisfaction, purchasing decisions, trust and so on.

## CONCLUSION

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

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