THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT ON LOYALTY IN CV DEALERS HARIS MOTOR NAGARI SURANTIH SUTERA DISTRICT

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ABSTRACT

The research objective is to discuss whether there is an influence of Customer Relationship Management (CRM) on customer loyalty. This research was conducted by inviting questionnaires to consumers. Testing and managing data using SPSS version 16 with the help of regression and simple methodology. In the Customer Relationship Management test results on loyalty which has a t-value of 4.390 with a significant value of 0.00 when compared with t-table 1.98793, t-count is greater than t-table (4.390> 1.98793), it can be It means that Ho is expected to be accepted. This means that Customer Relationship Management has a positive and significant effect on loyalty at the CV Dealer. Haris Motor Surantih Sutera District.

Keywords: Customer Relationship Management, Consumer Loyalty.

INTRODUCTION

The development of the world, especially business today, is characterized by intense competition, due to the flow of globalization which is so open to every businessman. The existence of this competition makes business people compete with each other to be able to compete and to gain a competitive advantage. Companies are trying to find ways to compete. So that companies can compete with other companies if they have better strategies than competing companies. Consumer loyalty is really needed for companies to be able to compete with other companies. Initially, the concept of loyalty started from consumer satisfaction, meaning, to make consumers stay, it was enough to make them satisfied. However, currently the concept of loyalty is more about the level of consumer enthusiasm in distributing good news, referring and recommending product use to other consumers (Imasari, 2011).

CV Dealer. Haris Motor subsidiary PT. Astra Honda Motor in Indonesia and the companies above are the leaders of motorbike factories in Indonesia and companies operating in the field of transportation services and products. A study conducted by (Mawardi, 2006) stated that intense mechanisms that are converted into real actions are called action control actions. Apart from that, consumer loyalty can also be influenced by various factors, such as CRM, service quality and consumer value. CRM is a process that carefully organizes touch point information for both individual and overall consumers to maximize loyalty (Estiningsih, 2013).

*Customer Relationship Management*as the core of business which aims to

produce quality value for target consumers as a profit. There are four concepts of Customer Relationship Management activities, namely identify, differentiate, interact, and customize. Therefore, it is hoped that with Customer Relationship Management activities, loyalty can be increased.

The results of previous research, among others, (Francis Butle. 2007) are the most important business strategy that prioritizes the most profitable consumers because by establishing consumer relations you can increase profits.

According to previous research, the results of a study by Maidi (2015) in a journal entitled "The Influence of Customer Relationship Management on Customer Loyalty of PT. May Djaja be in Surabaya." The results obtained are that the independent variables continuity marketing (X1), one to one marketing (X2), and partnering program (X3) have a partially significant influence on PT customer loyalty. Moga Djaja and according to the results of Sutrisno's (2015) study "The Influence of Service Quality and Customer Relationship Management on Patient Satisfaction and Patient Loyalty in Level II Hospitals of the Indonesian National Army". The journal shows that Customer Relationship Management has a significant effect on patient loyalty at TNI level II hospitals. Based on previous research, it is suspected that Customer Relationship Management has a positive and significant effect on Loyalty at CV Dealers. Haris Motor Surantih Sutera District.

RESEARCH METHODOLOGY
Types of research

Suddin, (2010) is a process for knowledge as a tool for analyzing information that you want to know using numbers as data. An approach to describing facts about populations systematically and accurately, the results of which are continued with analytical research by Suddin, (2010).

Population is a description of all objects that have characteristics determined by researchers to draw conclusions. This population size is an estimate based on the number of sales of motorbike products at CV Dealers. Haris Motor Surantih Sutera District in 2019 had 741 sales, using the Slovin formula a sample of 88 was obtained.

Samples are several populations studied, which are considered to represent a simpler overall population. Sampling uses a probability technique, namely a purposive method with careful sampling by taking research objects that are discriminatory and have characteristic features.

Data collection technique

The data collection technique is by distributing a questionnaire with 8 items of statement Y (Loyalty), 10 items of statement X (CRM). Data analysis uses a simple linear regression method using SPSS version 16. The stages in data analysis start from testing validity and reliability to the answers given by respondents in the questionnaire. Next, classical assumption tests (normality test, heteroscedasticity test) were carried out to conclude the simple regression equation in this research and hypothesis testing consisting of the t test.

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Operational Definition of Variables

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Table 1

Operational Definition of Variables
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Variable	Definition	Indicator	Source
CRM) (X)	A careful process organize "touch point" information for both individual and overall consumers to maximize loyalty. Customer Relationship Management (CRM) is a business technique that combines internal and functional processes, as well as external networks to obtain value to target consumers.	1. Information Technology 2. Use of data base applications 3. Relationship services 4. Knowledge and understanding of customers 5. Professionalism	Estiningsih (2013)
Loyalty	Loyalty is a condition where consumers have a positive attitude towards a brand or product, have a commitment to that brand, and continue purchasing in the future.	1. Word of Mouth Promotion 2. Interest doreturn repeatnext) 3. Delivery purchasesproduct and service lines 4. *Reject another (showing immunity to the pull of competition)*	(Kotler, 2010)

Data analysis technique

In data analysis there are several instrument tests consisting of validity and reliability tests and descriptive analysis. The classical assumption test consists of the normality test, heteroscedasticity test. In this data analysis, simple linear regression analysis was used, after which the hypothesis was tested by carrying out a t test.

RESULTS AND DISCUSSION
Validity test

From the calculation of all statement items in the questionnaire for all variables with a total of 88 respondents, the results of the statement items are declared acceptable or valid if the correlation value is greater than 0.3.

Table 2
Customer Relationship Management variable test results

	Scale Means if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbac's Alpha if Item Deleted
item1	37.18	21,369	,576	,843
item2	37.03	21,022	,554	,845
items3	37.41	21,072	,652	,836
items4	37.35	22,553	,442	,854
items5	37.17	21,315	,566	,844
item6	37.38	23,042	,433	,854
item7	37.24	22,230	,421	,857
items8	37.42	20,407	,734	,829
items9	37.19	21,169	,611	,840
items10	37.20	20,808	,656	,836

Source: Primary data processed by SPSS

The results of the validity test on the Customer Relationship Management (CRM) variable were declared valid.

Table 3
Loyalty Validity Test Results

	Scale Means if Item Delete	Scale Variance if Item Delete	Corrected Item-Total Correlation	Cronbach's Alpha if Item Delete
item1	32.06	8,767	,355	,866
item2	32.32	7,300	,724	,822
items3	32.24	7,287	,809	,812
items4	31.95	8,917	,464	,853
items5	32.23	8,660	,419	,859
item6	32.00	8,782	,447	,854
item7	32.22	7,413	,766	,817
items8	32.24	7,287	,809	,812

Source: Primary data processed by SPSS
In the validity test results in the table above, the Loyalty variable is declared valid.
Reliability Test

Table 4
Reliability Test Results

Variable	Cronbach'Alpa	Cronbach'Alpa Standard	Information
Customer Relationship Management (X)	0.857	0.60	Reliable
Loyalty (Y)	0.856	0.60	Reliable

Source: Primary data processed by SPSS

Based on the table above, it can be concluded that the reliability test produced a Cronbach Alpha Customer Relationship Management (CRM) and Loyalty value greater than 0.60, namely the Customer Relationship Management variable was 0.857, while the Cronbach Alpha Loyalty value was 0.856.
Classic assumption test
Kolmogorov Smirnov Normality Test Results
The normality test is carried out in the form of the Kolmogorov-Smirnov test which aims to determine normal distribution. Data is said to be normally distributed if the result is ≥ 0.05 and vice versa.

Table 5
Variable Research Normality Test
One-Sample Kolmogorov-Smirnov Test

		Standardized Residuals
N		88
Normal Parametersa	Mean	.0000000
	Std. Deviation	.99423626
Most Extreme Differences	Absolute	.105
	Positive	,064
	Negative	-.105
Kolmogorov-Smirnov Z		,981
Asymp. Sig. (2-tailed)		,291

Source: SPSS Processed Data

Judging from the table above, the results of the normality test show the significance value of Asymp. Sig. $0.291 > 0.05$, it is concluded that the residual value is normally distributed.

Heteroscedasticity Test Results

Table 6
Heteroscedasticity Test
Coefficientsa

	Model	Q	Sig.
1	(Constant)	3,012	,003
	Customer Relationships Management	-1,455	,149

Source: SPSS Processed Data

In the heteroscedasticity test, there is no heteroscedasticity. Because the sign value of the independent variable is above 0.05

Simple Linear Regression Analysis

This analysis is used to find out how much influence the variable Customer Relationship Management (X) has on the dependent variable, namely consumer loyalty (Y).

Table 7
Simple Linear Regression Analysis Test

Model	Coefficients	B	Std. Error.
1	(Constant)	25,627	2,553
	Customer Relationship Management	,269	,061

SPSS Processed Data Source

The regression equation is as follows:
$$Y = 25.627 + 0.269X + e$$
What this means is that the Customer Relationship Management (CRM) variable has a positive and significant effect on the consumer loyalty variable.

Hypothesis testing

T-Test Results

To knowthe influence of the independent variable on the dependent variable partially and to measure the significance of the influence of the independent variable on the dependent variable.

Table 8
Summary of Testing Independent Variables Against Dependent Variables (Partially T)

Coefficientsa

Model		Q	Sig.
1	(Constant)	10,038	,000
	Customer Relationship Management	4,390	,000

SPSS Processed Data Source

From the table above, hypothesis (1) Customer Relationship Management (CRM) has a positive and significant effect on loyalty. The results of the Customer Relationship Management (CRM) (X) test calculation on loyalty have a t-count value of 4,390 with a significant value of 0.00 when compared with the t-table 1.98793, the t-count is greater than the t-table (4,390 > 1.98793), so it can be means Ho is rejected, Ha is accepted.

DISCUSSION

*Customer Relationship Management*significant effect on loyalty. The results of the Customer Relationship Management (X) test calculation on loyalty have a t-count value of 4,390 with a significant value of 0.00 when compared with the t-table of 1.98793, the t-count is greater than the t-table (4,390 > 1.98793), so it can be interpreted that Ho is rejected Ha accepted. This means that the Customer Relationship Management variable hypothetically has a positive and significant effect on loyalty at CV Dealers. Haris Motor Surantih SUTERA District. Ho, Null Hypothesis = Statement that there is no difference between parameters and sample data. Ha, Alternative Hypothesis = Statement that states there is a difference between the parameters and the sample.

Based on the Customer Relationship Management test, it was found that the t-count value was greater than the t-table with an Alpha value, which means Ho was rejected and Ha was accepted, so it can be concluded that the Customer Relationship Management (CRM) variable with loyalty has a significant effect on CV Dealers. Haris Motor Nagari Surantih SUTERA District. As explained by Mawardi (2006). "CRM and consumer value on consumer loyalty (Y)" shows that (CRM) (X) has a positive and significant effect on consumer loyalty.

This research is in line with that carried out by Maidi (2015) "The Influence of Customer Relationship Management (CRM) on Customer Loyalty of PT Moga Djaja in Surabaya" and has a partially significant effect on customer loyalty of PT. May Djaja.

CONCLUSION

Based on this research, it can be concluded as follows: Customer Relationship Management has a significant effect on Loyalty. Where this (CRM) has a t-count value that is larger than the t-table with a sign value of 0.00, which is smaller than the Alpha value of 0.05. Satisfaction with the quality of every product or service owned by a Motorcycle Dealer company will increase consumer loyalty.

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