CUSTOMER RELATIONSHIP MANAGEMENT PT AGRAPANA WUKIR PANCA

Diana ari suryaningsih*
Universitas Islam Kediri
e-mail: agrapanawukirpancasatu@gmail.com
*Correspondence: agrapanawukirpancasatu@gmail.com

Abstract. Customer Relationship Management (CRM) is a process in building and improving company and customer relationships with the aim of increasing customer loyalty to purchases. This research uses the documentation method. The documentation method is a source of data in the form of sources from images or videos, works, and written things that can provide information. Based on the research results, PT Agrapana Wukir Panca is a company whose legalization status is still in the form of a Trade Unit, therefore Customer Relationship Management is needed. Customer Relationship Management itself is a process in improving or building relationships between companies and customers, to instill customer loyalty in making purchases. The component frameworks for Customer Relationship Management are operational CRM, analytical CRM, and collaborative CRM. The conclusion of this study is that Customer Relationship Management (CRM) has a framework of components and approaches that companies can take to maintain and develop customer relationships. And has benefits including: Encouraging customer loyalty, reducing costs, increasing operational efficiency, increasing time to market, and increasing revenue.

Keywords: customer relationship management (CRM); loyalty; costs.

INTRODUCTION

The increasingly fierce level of business competition has caused many companies to no longer focus their marketing activities solely on disbursing new buyers, but instead on efforts to maintain and increase the loyalty of old customers. One of the marketing strategies to maintain customer loyalty is to implement *customer relationship management* (CRM) to build good relationships with their customers.

We cannot deny that consumer satisfaction is one of the main focuses of entrepreneurs and market players when offering a product. Consumer satisfaction is an important factor in creating loyalty by being satisfied with a product, then consumers will automatically come back to buy and consume the product (Imasari & Nursalin, 2011). Without maintaining their loyalty and without a good relationship between the customer and the company, it is certain that the marketing that is being carried out is not working optimally and the wheels of the business being run have not succeeded in winning the market competition which is increasingly crowded. Therefore, a company needs this *Customer Relationship Management* (CRM) strategy to maintain its business glory in the long term.

Customer Relationship Management (CRM) can be applied in any company. In its implementation, CRM can be applied to any company whose operations can be supported by technological sophistication. CRM technology is used to support marketing campaigns and to handle requests for information from consumers, solve problems and resolve consumer complaints (Guerola-Navarro et al., 2021). The application of CRM is also expected to be able to make customers loyal to the company so that the relationship that occurs is not only a relationship between sellers and buyers, but rather leads to a partner relationship (Sitohang, 2019). The benefits that can be obtained if the company succeeds in creating strong relationships with customers and maintaining them is that the company can reduce marketing costs so that in the end it will increase profits for the company. Loyal customers will be a source of *word-of-mouth* by recommending their experiences with products and services received to others (Wardiyanti & Haribowo, 2019).

From the description above, the author is interested in writing an article with the title "*Customer Relationship Management (CRM) PT Agrapana Wukir Panca*".

METHODS

The research method used in this study is a documentation method. According to (Hanson et al., 2011) the documentation method is a source of data in the form of sources from images or videos, works, and written things that can provide information. Although in the past the documentation method was rarely considered, nowadays the documentation method is an important and inseparable part of the qualitative approach. Qualitative is an approach in researching natural objects, namely the researcher becomes the key instrument, the data collection technique is carried out in a combined manner, and places more emphasis on generalization (Schwartz et al., 2014). A qualitative approach is defined as

an approach that focuses on a deeper understanding of a research problem formulation (Bornmann et al., 2011).

Meanwhile, the data collection technique is carried out by analyzing various types of documents, be it books, reports, or journals through searches using Google Scholar. The search for obtaining various sources of information uses several writing formats, namely the covid-19 pandemic, the role of communication technology, and distance learning.

RESULTS AND DISCUSSION

Profile of PT Agrapana Wukir Panca

PT Agrapana Wukir Panca has been one of the most trusted manufacturers since 2015, at that time its legalization status was still in the form of a Trade Unit. And continues to grow until now, and is one of the SMEs engaged in the procurement (production) of food and distribution which is located in Blitar, East Java, Indonesia. The products will often be found in shops, mini markets and grocery supermarkets, mainly in the East Java area.

Agrapana Wukir Panca or better known as AWP was founded in 2015, initially named UD, Wukir Panca which later evolved into PT. Agrapanan Wukir Panca which transformed into a Total Food Solution company starting from the production and processing of raw materials to become products available in the market.

Understanding Customer Relationship Management (CRM)

Customer Relationship Management (CRM) is a process of obtaining, maintaining and improving profitable relationships with customers in order to create value and customer satisfaction and maximize company profits related to competitive advantage and pay attention to product quality so that customers can achieve excellent satisfaction (Ibrahim et al., 2021). *Customer Relationship Management* (CRM) recognizes customers as the core of the business and that a company's success depends on effectively managing customer relationships (Zahro & Prabawani, 2018).

Component Framework Customer Relationship Management (CRM)

According to Dyantina et al. (2012) the component framework of *Customer Relationship Management* (CRM) is as follows:

1. Operational CRM.

    Operational CRM is known as 's front office . This component plays a role in interaction with customers. Operational CRM includes an integrated automation process of all business processes, such as marketing and service automation. One application of CRM which is included in the operational CRM category is in the form of a web application. A company provides services to customers with web applications.

2. CRM analytics.

    CRM analytics is known as the *back office* of the company. This component plays a role in carrying out customer and market analysis, such as market trend analysis and analysis of customer needs and behavior. The data used comes from operational CRM.

3. *Collaborative* CRM

Components *Collaborative* include e-*mail, personalized, publishing, e-communities,* and the like designed for interaction between customers and the company. The main goal is to provide added value and expand customer loyalty to other customers who are still not at the level of customer loyalty. *Collaborative* CRM also includes an understanding or awareness that loyal customers can be magnets for other customers.

Dimensions Customer Relationship Management (CRM)

According to ([Widyana & Firmansyah](#), 2021) there are four dimensions that make up *Customer Relationship Management* (CRM) in research, namely:

1. Technology that supports CRM. A system will never run properly without a database. Likewise with CRM. Database is the core of *Customer Relationship Management* (CRM). Information obtained from customers in the form of interactions with the company and future prospects will be very useful, including information obtained from customer orders, information about support provided, customer requests, complaints, reviews, and surveys that have been given.
2. The skills, abilities, and attitudes of people who manage CRM. The most responsible for running CRM is HR in the company. Tasked with identifying which customers will be served, the ability of employees to run CRM well in order to get maximum results.
3. Enterprise processes to access and interact with their customers and satisfy each other. The company's processes for accessing and interacting with customers to satisfaction. The processes in *Customer Relationship Management* (CRM) at least master and use information resources, materials, people, and technology as clearly as possible to create products and services that can satisfy customers and design products and services that meet customer demands properly and correctly and compete with competitors.
4. Knowledge and insight, understanding current and future customer demands. Develop strategies, processes, and structures that enable the company to meet customer demands.

Approach Customer Relationship Management (CRM)

According to ([Adriana & Ciputro](#), 2013) there are three approaches that companies can take to maintain and develop customer relationships, namely:

1. *Financial benefits* (financial or economic benefits)

   This approach to building a value relationship with customers is to provide financial or economic benefits. This can be in the form of cost savings incurred by customers, giving special discounts at certain times, *vouchers,* lower prices, promos or other economic benefits.
2. *Social benefits* (Social benefits)

   These social benefits help business entities to improve relationships by studying customer needs and wants and even providing something personal or individual *(personalization)*.

Social benefit is a second-level relational benefit where service providers do not only use price incentives, but seek an effort to build social bonds between service providers and customers.

3. *Structural ties*

Structural ties are building profitable long-term relationships with customers by providing structural ties to make it easier for customers to transact with the company. With this structural bond, it means that the business entity is trying to help the customer to always provide the necessary information so that the customer feels valued and is more satisfied with the business entity.

Benefits Customer Relationship Management (CRM)

According to ([Lee & Chang](#), 2017) there are five benefits of *Customer Relationship Management* (CRM), namely:

1. Encouraging customer loyalty

CRM applications enable companies to provide information from all points of contact with customers, either via *the web, call center*, or through marketing and service staff in the field. The consistency and accessibility of this information allows for better sales and service with important information about that customer.

2. Reducing costs

With sales and customer service capabilities, there are costs that can be reduced. For example in utilizing web technology. CRM applications also allow sales or services at a lower cost in a specific and focused marketing program scheme. Aimed at the right customer and at the right time.

3. Improve operational efficiency

Automating sales and service processes can reduce the risk of declining service quality and reduce *cash flow*. The use of web and *call centers* will reduce bureaucratic barriers and costs and administrative processes that may arise.

4. Improved time to market

CRM applications allow us to bring products to market faster with better customer information, customer purchasing trend data, and integration with ERP applications for better planning purposes. With the ability to sell on the web, geographical time constraints, until the availability of data sources can be removed to accelerate the sale of these products.

5. Revenue increase

CRM applications provide information to increase the company's revenue and profits. With a CRM application, companies can make sales and services through *the website* so that there are opportunities from global sales without the need to provide special efforts to support these sales and services.

CONCLUSIONS

PT Agrapana Wukir Panca is a company whose legalization status is still in the form

of a Trade Unit, therefore *Customer Relationship Management* (CRM) is needed. *Customer Relationship Management* (CRM) itself is a process in improving or building relationships between companies and customers, to instill customer loyalty towards purchases. The component framework for *Customer Relationship Management* (CRM) is operational CRM, analytical CRM, and *collaborative* CRM. While the approaches that companies can take to maintain and develop relationships with customers, namely: *financial benefits* (financial or economic benefits), *social benefits* (social benefits), and *structural ties* (structural ties). Then, the benefits obtained from *Customer Relationship Management* (CRM) include: Encouraging customer loyalty, reducing costs, increasing operational efficiency, increasing *time to market*, and increasing revenue.

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