

Customer Relations Strategy CV. Total computer Sragen to Maintain Customer Loyalty in 2021

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ABSTRACT

Keywords

Customer Relations
Customer Loyalty
Word of Mouth (WoM)

Business competition is one of the big risks that must be faced by a company. As the conditions on the CV. Total Computer Sragen as one of the companies in the field of Computerization or Information Technology (IT) is facing business competition with new competitors, especially in the Sragen Regency area. This paper will discuss the implementation carried out by CV. Total Computer Sragen can influence in maintaining customer loyalty through the presence of Word of Mouth (WoM). The method used in this study is a qualitative descriptive approach using data collection techniques to conduct interviews and documentation. The results of this study indicate that CV. Total Computer Sragen in implementing customer relations strategy by prioritizing information disclosure and the principle of one-day service in an effort to maintain customer loyalty. In the strategy carried out by the company, it provides customer visit services in an effort to provide customer satisfaction to the company.

1. Introduction

The marketing sector is experiencing growth, especially in companies in the field of Computerization or Information and Technology (IT). This provides an opportunity for entrepreneurs to provide for the needs of the community, both for new and existing companies. According to (Zahro & Prabawani, 2018) current developments in the marketing world promise opportunities and business challenges to gain more profits. The existence of a high level of competition, sooner or later can trigger companies to make performance improvements, both for the company's internal and external interests. Company stakeholders and business actors can act wisely in determining strategies to retain customers and businesses that have been carried out.

The role of the customers becomes a very important asset in every line of business. Without customers, the company will not be able to survive until it develops. As a company engaged in the field of Computerization or Information and Technology (IT), CV. Total Computer Sragen emphasizes the importance of maintaining good communication with customers. Implementation carried out by stakeholders CV. Total Computer Sragen through customer relations strategy has the main focus, namely providing the best service to customers and providing the best solutions according to the needs of its customers, trying to create loyal customers to the company. According to (Wibowati, 2021) service to customers is very important for companies to do because without good service, customers will not want to buy products that will be traded.

As for the previous research used by researchers to find out the results that have been carried out by previous researchers. There is previous research on customers relations strategies conducted by (Ariska, 2019) entitled "Strategy for Implementing Customers Service in Increasing Customers Satisfaction at BPRS Muamalat Harkat (Study of BPRS Muamalat Sukaraja Sub-District Seluma District City of Bengkulu)". This research uses a qualitative approach with descriptive methods. The results showed that the customers service strategy was carried out to increase customers satisfaction by routinely contacting customers every month, so that customers would be interested and feel

comfortable with the services provided. In addition, there is research conducted by (Handayani, 2017) entitled "Community Activities and Customers Relations in Maintaining Company Reputation (Study on Employees of CV. Milkindo Berka Abadi)". The results of this study indicate that there are community and customers relations activities, namely the company provides jobs for people who live around the company, provides discounts for groups of visitors, and maximizes the service of goods or company services.

Based on previous research, there are differences in the focus of research conducted by researchers, namely on aspects of company targets. BPRS Muamalat Harkat (Study of BPRS Muamalat Sukaraja Sub-District Seluma District City of Bengkulu in using a customers service strategy is only aimed at Sharia Bank customers. In addition, CV. Milkindo Berka Abadi has a target customers relations strategy by giving discounts to customers who are children (PAUD, Kindergarten, Elementary School) and the community in Tegalsari Village, as well as visitors who come in groups. Unlike what CV. Total Computer Sragen has done with a broad target and does not look at identity, all customers receive equal service.

CV. Total Computer Sragen in building a business in the Information and Technology (IT) field, by segmenting the market or looking at the existing regional potential, especially in Sragen Regency and its surroundings. In obtaining customers CV. Total Computer Sragen from the beginning did not use promotional media to communicate the company's products or services. The communication that occurs in the company is through chain communication or Word of Mouth (WoM) marketing communications in the community. According to Kotler and Keller (2009: 512) (in Joesyiana, 2018) Word of Mouth (WoM) is a marketing activity through person-to-person intermediaries either orally, in writing, or through electronic communication devices connected to the internet based on the experience of the product or service.

Over times, CV. Total Computer Sragen experienced a lack of customers interest which resulted in a decrease in company profits. Because it is influenced by two factors, namely internal factors and external factors. The internal factor referred to is the discrepancy in the estimated time for IT product repair services. The influence of external factors is the increase in competitors or the number of company competitors located around the Total Computer Sragen store. The condition of the company needs to be addressed immediately, in order to restore the company's image and maintain good relations with customers. So, CV. Total Computer Sragen needs to formulate a strategy to maintain relationships with old customers and create loyal customers. This has attracted the attention of researchers regarding companies that did not use promotional media from the start, but have survived to this day.

Based on the explanation above, this can support the conduct of research on the customers relations strategy that has been implemented by the company. With today's intense business competition, researcher want to conduct research on how to implement the customers relations strategy carried out by CV. Total Computer Sragen in maintaining customers loyalty. Through this research, it can be seen whether the strategy is successful or not.

2. Method

This research uses a type of qualitative research using a descriptive approach. According to Sugiyono (2007: 1) (in Prasanti, 2018), a qualitative research method is research used to examine natural objects where researchers are key instruments, data collection techniques are carried out in combination, data analysis is inductive, and research results in Qualitative emphasizes meaning rather than generalization. This research aims to obtain or collect data and information from an event. This study contains a description about the background of the observations and the results of the interviews.

Researchers used data collection techniques through interviews. According to Sugiyono (2016) (in Pratiwi, 2017) an interview is a meeting of two people to exchange information and ideas through question and answer, so that meaning can be constructed in a particular topic. Interview activities conducted by researchers to research informants to find out how the customer relations strategy was carried out by CV. Total Computer Sragen in maintaining customer loyalty. Researchers conducted interviews with informants directly, with the help of interview guidelines and asked a number of spontaneous questions. After that, the researcher will collect and classify the data obtained. The researcher determines the criteria for informants, including the owner of the company as the director

of the company (internal informant) and customers of the Total Computer store in Sragen for at least 1 year (external Informant). The reason for determining the informant is to obtain data from the right individual and related to the object of research. Therefore, it endeavors that the subject can provide data and information in accordance with the research case study.

In addition, researchers used documentation techniques to support research. According to Arikunto (2002) (in Arischa, 2019) documentation is finding data regarding matters or variables in the form of notes, transcripts, books, newspapers, journals, magazines, inscriptions, meeting minutes, agendas, and so on. In this technique, the researcher used documentation on the company object under study in the form of a company profile CV. Total Computer Sragen and documentation of the company strategic activities towards to customers.

3. Result and Discussion

As a company engaged in IT, CV. Total Computer Sragen uses a customer relations strategy because it emphasizes the importance of maintaining good communication with customers, without customers in a company it will not run and develop properly. According to Umar (2005: 11) (in Sari & Irawan., 2020) customers relations is an activity related to customers, companies must improve communication with their customers and express concern for customers. Implementation of stakeholders CV. Total Computer Sragen through customers relations strategy is carried out with the principle of one-day service. Doing maximum service to customers is the company's effort to create loyal customers.

It can be seen that since the founding of CV. Total Computer Sragen, the company's stakeholders do not use promotional media, but using Word of Mouth (WoM) activities from customers who are satisfied with the service at the Total Computer Sragen store. According to Oliver (1999) (Tamyiz et al., 2019) customers loyalty is a deeply held commitment to repurchase or re-categorize preferred products or services in the future, without being forced by marketing influences. CV. Total Computer Sragen gets benefit from the Word of Mouth (WoM) activities, namely reducing marketing costs in attracting customers and creating positive communication through customers satisfaction. The customer relations strategy used by CV. Total Computer Sragen focuses on providing wholehearted service. Thus, the relationship between the company and the customers can be maintained and the customers will be satisfied to come back to the Total Computer Sragen store. According to Buttle (2007: 30) customers satisfaction is a response in the form of a feeling of satisfaction that arises because of the experience of consuming a product or service, or a small part of that experience. Customers who are loyal and satisfied with the services and products sold, can create Word of Mouth (WoM) activities.

Based on the research results through interviews conducted by researchers with company internal informants and customers, the customer relations strategy activities carried out by CV. Total Computer Sragen as an effort to maintain customer loyalty. As expressed by Mr. Eko as the owner and Director of CV. Total Computer Sragen (January 7, 2023), revealed that the main goal of a company in using a customer relations strategy is to maintain good communication relations with customers. By conducting open communication and communicating the products that are sold as they are and with quality. Having a good image is a valuable asset for CV. Total Computer Sragen without any company goals. The importance of goals for the company as an effort to maintain customer loyalty.

This explanation is supported by a statement made by Mr. Widyoko as a customer from the Sragen Regency Environmental Service Office (January 5, 2023) stating that the communication made by the stakeholders of the Total Computer Sragen store runs well and if a problem occurs to the shop technician, the stakeholders will immediately contact the customers regarding the conditions that occur. This statement is supported by Hanifah as a customer who works as a Student (7 January 2023) stating that the Total Computer store is easy to contact and has friendly service. When employees give news from WhatsApp messages that IT products have been repaired a fast response. This is the main key that companies use to get and retain customers.

Currently, many competitor companies in the field of Information Technology (IT) are growing rapidly, especially in Sragen Regency. This creates increasingly fierce business competition by having a business strategy that is not much different. However, CV. Total Computer Sragen has its own

uniqueness and is consistent with this strategy. This statement is supported by facts regarding the uniqueness of the company as expressed by Mr. Eko as the owner and Director of CV. Total Computer Sragen (7 January 2023), stated that the company has the principle of one-day service and stated that the company prioritizes information disclosure about Information and Technology (IT) products.



Fig. 1. IT Product Consultation Activity between Sragen Total Computer Shop Stakeholders and Customers

In these activities, company stakeholders carry out strategies through consulting IT products and providing solutions tailored to customer needs. The company strives to provide the best service and maintain good relationships with customers. Stakeholders CV. Total Computer Sragen in communicating a product or providing solutions through information disclosure. According to (Khasanah & Sadiqin, 2021) open communication is a principle as well as a technical matter to support and maximize joint work, one of which is work in a company or business.

CV. Total Computer Sragen has principles and promotes communication transparent with customers. The application of communication transparent or information that occurs in a company is the main key in long-term business continuity. In addition, the company will gain trust and satisfaction regarding the explanation provided by the company. At the Total Computer store in Sragen, in communicating with customers in ordering services or to obtain information, using intermediary media or direct communication. As expressed by Mr. Eko as the owner and Director of CV. Total Computer Sragen (January 7, 2023) stated that company stakeholders serve communication through media such as WhatsApp or telephone. So, this makes it easier for customers not to have to come to the store to obtain information.

Communication transparent is carried out by the company, namely by explaining information to customers in accordance with facts and in accordance with existing product specifications. In addition, it is used to give a good impression and convince customers about the product being communicated. Front office admins and company owners as parties who deal directly with customers are the spearheads of the company in creating trust and customer satisfaction. In open communication, it is necessary to pay attention to aspects that can provide a sense of satisfaction felt by customers. First, company stakeholders in conveying information must explain in detail the advantages and disadvantages of the product. Second, the communicator can be held accountable for all information conveyed to customers. Third, conveying information honestly and openly to customers is an important aspect of the customer relations strategy.

CV. Total Computer Sragen provides facilities for customers and prospective customers through consulting and providing IT product solutions. These activities are carried out by front-office admins or company owners with an understanding and knowledge of IT products tailored to customer needs. This strategy does not look at profession and age, so the company always provides product consulting to someone who needs information about an IT product. As expressed by Mr. Eko as the owner and Director of CV. Total Computer Sragen (January 7, 2023) stated that company stakeholders in serving IT product consultations to customers and prospective customers will adjust to their needs and budget. Through the disclosure of information provided to customers, indirectly customers will come back to get more information about the desired product.

Not only to increase sales, CV. Total Computer Sragen also provides education through the information provided during IT product consulting activities carried out by the company to customers. Education in question is an activity carried out by the company in providing recommendations and solutions to customers who gain knowledge about the advantages and disadvantages of an IT product. In addition, the company will also recommend products by adjusting the budget or budget needed by the customers. Thus, the customers will understand the information about the product to be purchased.

Through the strategy implemented by CV. Total Computer Sragen has been quite successful in providing satisfaction and maintaining customer loyalty. This is evidenced by the existence of old customers who still survive today and feel satisfied with the service that CV. Total Computer Sragen. This can have more effect on increasing sales and improving the company's financial income in the midst of business competition in the IT field in the Sragen Regency area.

4. Conclusion

Based on the research results obtained by researchers related to customer relations strategies through the activities of CV stakeholders. Total Computer Sragen in maintaining customer loyalty. Then it can be concluded that:

Since the beginning CV. Total Computer Sragen does not take advantage of promotional media, but the occurrence of Word of Mouth (WoM) activities carried out by customers indirectly makes it easier for companies to get customers. Apart from communicating directly, company stakeholders also use telephone media and the WhatsApp application as a means to communicate with customers.

CV. Total Computer Sragen can provide maximum service to customers by referring to one-day service as an effort to meet customer needs and create customer satisfaction.

CV. Total Computer Sragen provides facilities for customers and prospective customers through consulting and providing IT product solutions through open communication. So as to create customer satisfaction and trust in the Total Computer store in Sragen. Through the disclosure of information provided to customers, indirectly customers will come back to get more information about the desired product.

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