



7TH INTERNATIONAL CONFERENCE

Actual Economy

SOCIAL
CHALLENGES
AND FINANCIAL
ISSUES IN XXI CENTURY



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Managing Customer loyalty: A study of Budget Rent A Car in Bangkok, Thailand

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Abstract

Consumer loyalty is very important in terms of business continuity, especially business with corporate customers that have a large order. Vehicle rental company should be able to increase customer loyalty with its customer satisfaction by meeting their needs and desires. The application of information technology to support the business activities of a company has become a necessity. Customer relationship management is one medium that can be used with IT-based. The aim of this study was to determine the extent of the influence of customer relationship management for customer satisfaction and customer loyalty. Data was collected by the writer based on Budget Rent customers' respondents. Using Structural Equation Modeling-variance based, result shows that both customer relationship management and customer satisfaction significantly influence customer loyalty. Customer relationship management is affecting customer loyalty through customer satisfaction compared to a direct influence on customer loyalty CRM.

Key-words Customer relationship management, CRM, customer satisfaction, customer loyalty

Introduction

Customer relationship management (CRM) is form of relationship between companies and consumers that can use IT as a means of communication to convey satisfaction or dissatisfaction of consumers. The company can meet the needs and desires of consumers so well that it can be established long-term relationships between businesses and consumers are reflected in the loyalty consumer.

Coltman, Devinney and Midgley (2010), CRM represents a strategy for both parties (the company and its customers) through technology, data and customer knowledge. In today's modern marketing, emphasized the importance of long-term good relations with customers and marketing infrastructure, which can create awareness and commitment in the form of a comprehensive relationship (Kotler and Keller, 2010).

Consumer car rental company (client) of the number of vehicle rental industry that a lot needs to be maintained satisfaction of all aspects of the service in order to become loyal customers. The smoothness CRM will ensure the smooth operations of the company clients in achieving good financial performance. BUDGET Rent, is a company engaged in the field of transportation services where customers have long-term needs, the innovation and the improvement of facilities in order to create customer satisfaction and loyalty through CRM.

Literature review

According to Gordon (2002), CRM is a set of strategies and processes that create new value for individual customers, build preference for their organization and improve business results lifetime relationships with their customers. There are four main abilities in strategic CRM (Gordon, 2002) : Technology that supports the ongoing process of CRM in an organization or company, People covering skills, abilities and attitudes of the people who set up CRM in an organization or company, The process used companies in accessing and interacting with customers in creating value and satisfaction then Knowledge and understanding that companies use to add value to customer data so that they acquire the knowledge and understanding necessary to deepen a relationship.

The results of the above studies form the basis of this study :

H1 : Relationship Customer Relationship Management Of Customer Satisfaction

H2 : Relationship Customer Relationship Management Of Customer Loyalty

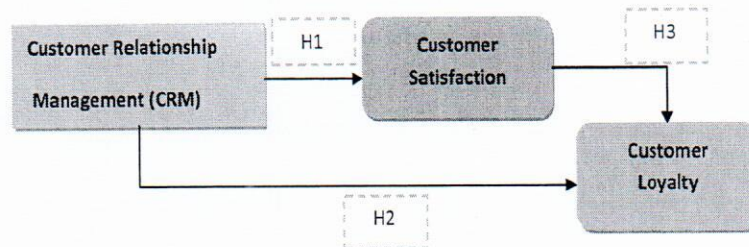
The four main abilities in strategic Customer Relationship Management by Gordon (2002) in

Imasari and Nursalin (2011), namely Technology, People, Process, Knowledge and insight suspected positive influence to customer loyalty.

H3: Relationship Customer Satisfaction Of Customer Loyalty

In the study conducted by Ersi and Samuel (2014) show the hypothesis that customer satisfaction has a positive effect on customer loyalty SMEs flour-based foods in Surabaya can be accepted. This means that customer loyalty is determined by customer satisfaction. This was reinforced by research conducted by Senjaya et al (2013) that customer satisfaction Tunjuan coffee shop Excelso Plaza Surabaya has a significant influence on customer loyalty.

Based on three hypotheses above, the following research model :



Methodology

The research methodology used type of research is descriptive research, such research is research designed to help decision in determining, evaluating, and selecting the best alternative in solving problems. In this study, researchers used a descriptive quantitative research to be performed once in a period (cross sectional design). Cross-sectional design is the type of research design that consists of a collection of information about a particular sample of population elements only once (Malhotra, 2010).

A questionnaire was constructed and administered to amount of the sample of corporate customers BUDGET Rent Bangkok. The Likert five ordinal scales questionnaire was designed to investigate the CRM factors influencing customer satisfaction and loyalty from the perspectives of BUDGET Rent Car Customer in Bangkok. The population used in this study were all customers BUDGET Rent Bangkok totaling 220 companies / respondents. The next step is determining the amount of the sample by using the method slovin thus obtained sample of 69 respondents. In this study, researcher used a method of analysis SEM (Structural Equation Models) with processed by AMOS 21.

Measurement of customer relationship management (CRM), as performed by Gordon (2002), which has adequate validity and reliability. Customer relationship management is measured using four dimensions, information technology, people, process, and knowledge-understanding.

Measurement of customer satisfaction as performed by Kotler (2009), which has adequate validity and reliability. Customer satisfaction is measured using five dimensions, services received, satisfactory experience, service provider, the choice in using services, overall satisfied with the service received.

Measurement of customer loyalty as performed by Kotler and Keller (2010), which has adequate validity and reliability. Customer loyalty is measured using three dimensions, word of mouth, reject another and repeat purchasing.

Conclusions

Profile respondent from this research measured using three factors, customer industry, usefulness vehicle rental, and the most favorite type rental vehicle. BUDGET Rent Bangkok branch customers engaged in consumer goods industries (38%), distribution (26%), banking (17%), contractors (12%) and others (7%). BUDGET Rent usefulness rental vehicles used for use together 56% respondents , 41% individual respondents and mix 3% respondents.

SEM analysis can only proceed if the model identification results show that the model is included in the category of over-identified. This identification is done by looking at the value of degree of freedom (df) of the research model. The table below represents results showing the AMOS output df value of 62. This indicates that the model belongs to the category of over-identified as having a positive value df. Therefore, data analysis SEM can proceed to the next stage.

<i>Number of distinct sample moments</i>	91
<i>Numbers of distinct parameters to be estimated</i>	29
<i>Degrees of freedom (91-29)</i>	62

Validity test used to determine and measure how well the instrument to be measured (Hair, Black, Babin, & Anderson, 2010). Measurement validity is done by analyzing the factors on test results from a number of 69 respondents to see the value kaiser Meyer-Olkin measure of sampling adequacy, Bartlett's test of sphericity, anti-image and factor loading matrices. The test results showed all valid instrument

According to Malhotra (2010), with limits of Cronbach alpha values ≥ 0.60 then the statements in the questionnaire instrument is declared reliable, consistent, and relevant to the variables. Reliability test results showed all instruments reliable statement.

Based on Results Goodness of Fit test, we can see that the GOF three sizes, namely CMIN / DF indicates a good fit (good fit). GOF size of the other two, namely the RMSEA showed poor match fit and CFI showed good match fit. According to Hait et al (2010) states that if there is one or more parameters that have been declared fit fit the models. Given the complexity of the overall equation modeling, it is not rare to find a model that has been proposed is a poor fit, one of which is in this study. That's because the model proposed by the researchers suggested the SEM is different.

Based on the results of data processing by AMOS 21 form Regression Output Weights can be analyzed with the following results:

1. Customer relationship management has a positive influence on customer satisfaction. Based on the results of the testing of the data, obtained by the estimated value of 1.203 with p ***. The estimated value showed positive results with a probability value of less than 0.05. Therefore, customer relationship management has a significant positive influence towards customer satisfaction and hypotheses can be accepted.
2. Customer relationship management has a positive influence on customer loyalty. Based on the results of the test data obtained,, estimated value of 0.741 with p value of 0.021. The estimated value showed positive results with a probability value of less than 0.05. It is claimed that, customer relationship management has a significant positive influence towards customer loyalty. and the hypothesis can be accepted.
3. Customer satisfaction has a positive influence on customer loyalty. Based on the results of the testing of the data, obtained by the estimated value of 0.571 with a p-value of 0.001 is smaller than the value 0,05. Customer satisfaction has a significant positive influence towards customer loyalty and hypotheses can be accepted.

In this study , proving that CRM affect consumer loyalty both directly and through customer satisfaction. These result are consistent with research from Ersi and Samuel D. Y., H. (2014) and Wangkar (2013) which revealed that the CRM is one factor that influence both of customer satisfaction and customer loyalty. In comparison, the influence of CRM on customer loyalty through customer satisfaction is more important than the influence of CRM on customer loyalty directly.

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Managerial implications of CRM is done by looking at the indicators that need to be improved through the average value of the indicators CRM.

1. Indicators - use SAP technology in BUDGET Rent easier for customers to know the status of the rental vehicle.

The use of SAP technology in early 2014, believed to be the source of the main causes, which at that time the employees are not familiar, trained and comfortable in the process of changing the system. Over time, BUDGET Rent continues to do a lot of the software development and conduct periodic training to employees. Going forward, with the use of SAP software, is expected to be easier for companies to manage the database so as to improve service for customers in order to better again.

2. Indicators - BUDGET Rent constantly improving service to an ongoing relationship.

Although the program customer focus / customer gathering has often carried out by BUDGET Rent, is sometimes considered less than optimal. This is because sometimes the demand / customer desires can not be absorbed entirely by the company, as an example of the desire to modify the vehicle, the provision of a replacement car in any condition (excluding contracts) and ease in the affairs of the papers of the vehicle. However, BUDGET Rent will continue to be committed in order to improve services and foster a harmonious relationship and mutual business support for both sides.

3. Indicator - BUDGET Rent periodically proactively solicit input from customers to improve service.

BUDGET rent has a proactive program in order to improve the service program called FUAS (Follow Up After Service). The service advisor (SA) officer, is obliged to check the customer a maximum of 2 x 24 Hours on the results of services performed by an internal workshop BUDGET Rent or other workshop on customer complaints. If it is the complaints of the customers have not been fully resolved, then the team SA Officer, will suggest to the customer to double check. But what happens in the field, many customers are reluctant to go back to the shop because of time, distance and so forth. Here the important role of the SA team officer or contact person (key person) is needed to be able to educate the user (users) vehicles, to always use a vehicle in prime condition and driving safety.

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