Influence of Customer Relationship Management, After Sale Service and Experience of Customers against Customer Satisfaction

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Abstract: The purpose of this is to analyze the effectof relationship management customers, after sales service and customer experience towards satisfication customer. The research method used in this study is aquantitative method with a sample 150 Bhinneka customers. After that, the data obtained were analyzed with multiple linier regression techniques using the SPSS 25 application. Results research shows that there is an influece of customer relationship management, after sales services and customers to partial or joint customer satisfication.

Keywords: Customer Relationship Management, After Sales Service, Customer Experience, Customer Loyalty, Customer Satisfaction.

I. Introduction

Enter the world in the digital age and fast paced, the internet becomes a medium or facilities that are very popular with the community including Indonesia. In 2018, internet users in indonesia reach 171.17 million inhabitants, equivalent to 64.8 percent of the total population of 264.16 million people. (Source: APJII 2018) With the conditions of the Indonesian people like this, the business opportunities take advantage market situation. The number of business platforms Internet based in Indonesia from the start do marketing, selling, purchasing and other activities that can be carried out by using internet facilities.

The emergence of various business platforms e-commerce, making competition increasingly strict. These service providers arrange various strategies to be able to attract customers and can maintain customer loyalty. When e-commerce business people get satisfaction on customers, the company will be able to continue to advance and develop maintain even multiply customers.

One e-commerce that is becoming the first online based company at Indonesia is Bhinneka.com. In order to survive to this day, Bhinneka.com of course pay attention to several aspects that can keep customers like customer satisfaction. If customer feel satisfaction with a service or product, this can be one form of a company's success.

Some previous research declare that customer relationship management, after sales service and customer experience becomes an aspect important in forming loyalty customer. Research from Bony Joshua S., Suaharyono, and Edy Yulianto, entitled The influence of customer relationship management (CRM) towards Satisfaction and Loyalty The customer declares that CRM exists influence on satisfaction and loyalty customer. Likewise with research Dewi Victoria, Endang Ruswanti, and Farichah entitled The Effect of After Sales Service on Customer Satisfaction on PT Surya Toto Indonesia Tbk which concluded that after sales service has an influence on satisfaction customer. Finally, there is research from Muhammad Iqbal Azhari, Dahlan Fanani, and M. Kholid Mawardi entitled Effect of customer experience on Customer Satisfaction and Loyalty Customer. (Survey on KFC Customers Kawi Malang) which states that customer experience is influential towards customer satisfaction and loyalty.

Based on this background, the researcher makes the research title "The Influence of Customer Relatinship Management, after sales service and customer experience to Customer Satisfaction ". Meanwhile, the purpose of the study this is to analyze the Influence Customer Relatinship Management, Services After Sales and Customer Experience to Customer satisfaction.

II. Headings

Theory That Explains How Consumer Satisfaction Or Dissatisfaction Formed Is The Expectancy Disconfirmation Model, Which Was Put Forward That Satisfaction And Not Satisfaction Consumers Are The Impact Of Comparison Between Consumer Expectations Before Purchase With Which Actually Obtained By Consumers From The Product Purchased. When The Consumer Buys A Product, Then He Have Hope About How The Product Or The Service Is Functioning. Based On The Expectancy Disconfirmation Model, I.E Every Company Must Be Able To Form Satisfaction For Its Customers. Several Things Which Is Indeed Considered

In Forming Customer Satisfaction That Is, Customer Relationship Management, Services After Sales And Customer Experience.

Customer relationship management is a business enterprise for concentrate on keeping customers with collect all forms of interaction customer. customer relationship management can be said of a strategy the whole business of a company that allow the company to manage good relations with its customers. Every company needs to create a useful CRM program and create customer loyalty.Parvatiyar & Sheth (2004) said that the CRM program consists of continuity marketing (sustainable marketing), one to one marketing (individual marketing), and partnering program (partnership relationship).

After Sales Service according to Lele and Karmarkar (2002, 40) namely services expected of a product that can be specified in three fields namely: reliability, dependence on service and care. After-sales service includes maintenance, repair and addition. If this service can offered in a fixed guarantee, this service can be an advantage significant competing.

According to Thompson and Kolsky (in Suwono, 2011: 9), experience customer is defined as accumulation of all the events that were realized by customer. Customers in determining His choice is influenced by experience he has felt. Including in making purchases, consumers too consider that experience felt in making a purchase to determine future purchases. In the shopping experience, experience more than just getting what products what consumers want, but also on all events and activities that are is part of the shopping process, uch as the design of the environment / shopping area, staff service, how is the welcome employees, and what consumers feel when shopping.If consumers feel satisfied when making a purchase threating a customer experience positive.

III. Indentations and Equations

This research is useful Quantitative paradigm or also called as a positivism paradigm. Then with quantitative approaches and methods survey research. As for the population that is used in this research is customers who have shopped at Bhinneka both online and offline. Samples taken using the method sampling from Bailey the argue that for research that is using statistical analysis, sample size the smallest one is 30 (Soehartono, 2000: 64). Based on level consideration significance of 5% (0.05) and strength relationship between variables. Instrument the study used was a questionnaire with a Likert scale. Next, data research that has been obtained is processed with the help of the SPSS 25 application program, then the data is analyzed using multiple linear regression analysis techniques.

IV. Figures and Tables

Description of Research Object

The object in this study is Bhinneka.com customers. Researchers distributed as many questionnaires 169 respondents with the results showed that 19 people have never done shopping at Bhinneka.com, so researchers take 150 respondents who are never shop at Bhinneka online.

Characteristics of Respondents

Of the 150 respondents who became The sample in this study consisted of 68 female respondents and 82 male respondents. The age range of respondents is very high varied, starting from 17-29 years old there are 3 people, 21-25 years there are 61 people, 26-30 years there are 55 people and more.

Table 1 Profile of Respondents

Kriteria	Keterangan	Jumlah	Presentase
Jenis Kelamin	Perempuan	68	45,3%
	Laki-laki	82	54,7%
Usia	17-29	3	2%
	21-25	61	40,6%
	26-30	55	36,7%
	>30	31	20,6%

Data Analysis

Analysis of the data in this study using several testing methods. Researchers conducted a questionnaire distribution test as many as 30 respondents. The calculation results use SPSS that for 60 items statement declared valid in Test Validity. Besides the results of the Reliability Test, The Cronbach's Alpha value generated by 6 variables in this study were more than 0.8. It can be concluded that the indicator or the

questionnaire used for the variables studied can be stated otherwise trusted or can be declared as a tool measure variables. Based on test results normality is known to be a significance value of 0.11. Because the significance value is greater than 5% or 0.05. Then it can be concluded that residual value is normally distributed.

Multiple Linear Regression Analysis

Multiple linear regression analysis used to find out the value of correlation coefficient and determination coefficient. Testing is done in two ways namely, Partial Test (T) and Simultaneous Test (F).

Partial Test (T)

T test statistics function to see the magnitude of the effect of one independent variable individually explained dependent variable.

1. Customer relationship management (X1) on Customer Satisfaction (Y) Based on the calculation results using SPSS, Sig. gained is 0,000, that is the value is smaller than probability of 0.05. So that it can it was concluded that the customer partial relationship management affect satisfaction customer. R value of 0.712 which means customer relationship variable management and customer satisfaction positively and strongly correlated. While for the R square value of 0.504. Based on these values can be interpreted that customer relationship management influences customer satisfaction of 50.8% and the remaining 49.2% is influenced by variables other.
2. After sales service (X2) towards Customer Satisfaction (Y) Based on the calculation results using SPSS, Sig. that obtained at 0,000, meaning that the value is smaller than the probability 0.05. It can be concluded that after-sales service partially affect satisfaction customer. R value of 0.593 which means after sales service variable and Customer satisfaction is positively correlated and strong. As for the value of R square of 0.352. Based on that value can be interpreted that after sales service towards satisfaction customers by 35.2% and the rest 65.2% is influenced by other variables.
3. Customer experience (X3) towards Customer Satisfaction (Y) Based on the calculation results using SPSS, Sig. that obtained at 0,000. That means the value is smaller than the probability 0.05. It can be concluded that customer experience basis partial effect on satisfaction customer. R value of 0.839 which means customer experience variables and Customer satisfaction is positively correlated and strong. As for the value of R square of 0.704. Based on these values can be interpreted that after sales service towards satisfaction customers 70.4% and the rest 29.6% is influenced by other variables.

Simultaneous Test (F Test)

F test is used to analyze all variables together with respect to the dependent variable.

Customer relationship management (X1), after sales service (X2), and customer experience (X3) towards Customer Satisfaction (Y) Based on the calculation results using SPSS, Sig. that obtained at 0,000. It means value is smaller than the probability 0.05, so it can be concluded that variable quality of electronic services, online reviews, product quality, and imageinfluential company together towards satisfactioncustomer. R value of 0.856 which means that customer relationship variable management, after sales service, and customer experience together towards customer satisfaction positively correlated and very strong. As for the Adjusted R value Square that is equal to 0.727 interpreted that the quality of the customer relationship management, after service selling, and customer experience together influence oncustomer satisfaction of 72.7% and the remaining 37.3% is influenced by variables other.

Partial Hypothesis

Compare the t value with the value of t table obtained. other than that comparing the value of Sig. count with Sig. used. Based on researcher calculations with the help of the application SPSS, partial hypothesis results are obtained each variable states there influence between variables, as follows:

Ha1 = Influence between customer relationships management (X1) towards Satisfaction Customers (Y) obtained that the value of t count = 12.351> t table = 1.97612 and significant t = 0.000 <α. = 0.05.

Ha2 = Influence between after-sales service (X2) against Customer Satisfaction (Y), obtained that value of t arithmetic = 8.970> t table = 1.97612 and significant t = 0,000 <α. = 0.05.

Ha3 = Influence between customer experience (X3) on Customer Satisfaction (Y). T value count = 18,741> t table = 1.97612 and significant t = 0,000 <α. = 0.05.

Simultaneous Hypothesis

Compare the calculated F value with the value F table obtained. other than that comparing the value of Sig. count with Sig. used. Based on researcher calculations with the help of the application SPSS, the results are obtained simultaneously the hypothesis of each variable states there is influence between variables, as follows:

Ha11 = Effect of customer relationship management (X1), after sales service (X2), and customer experience

(X3) towards Customer Satisfaction (Z). F value calculated =133,021> F table = 2.67 and significant F = 0.000 <α. = 0.05. Meaning, that there is an influence between the customer relationship management, after-sales service, and customer experience together for customer satisfaction.

V. Conclusion

The results of this study explain that there is a direct influence between the independent variable and the dependent variable. That is, the three independent variables, namely customer relationship management variables, after sales service, customer experience have a partial and joint influence on customer satisfaction at Bhinneka.com

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