

ANALYSIS OF THE IMPACT OF E-CRM IN INCREASING CUSTOMER SATISFACTION AND  
LOYALTY TO THE INDONESIAN MARKETPLACE

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***Abstract** : With the development of the times, technology has also developed. One example is entrepreneurs who run their business through online. With this in building and maintaining good relationships with customers, entrepreneurs really need technology. Until now, there are many types of marketplaces in Indonesia, but there are three types of marketplaces that survive and compete with each other, including Tokopedia, Shopee and Bukalapak. Tokopedia is one of the online companies that implements E-CRM in maintaining and building good relationships for the company's customers. PT Tokopedia Indonesia besides having an online buying and selling website, this company also has an online sales application which is one of the marketplace companies in Indonesia. In this study, we used a descriptive qualitative method where we collected data using several journals and also the official website to get the data we needed, such as data on the level of how often customers make transactions and also Tokopedia customer satisfaction level data. Then we will analyze this data to determine the level of loyalty and customer satisfaction on the official application and website of the Tokopedia company.*

***Keywords** : E-CRM, Satisfaction and Loyalty, Marketplace*

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## I. INTRODUCTION

1. The rapid development of the times has led to intense competition in the business world which is influenced by technology. Technological developments that keep up with the times have resulted in an important role in supporting processes in technology in a company's business and this will have a positive impact on every company. In the business world, customer satisfaction is very important, from here one of the positive impacts in business processes from the role of technology is in providing services to customers, companies can save time more so that this will have an impact on customer loyalty to the company which will make customers make recommendations to others. Thus, many business actors make the key to the success of their business is the existence of excellent customer satisfaction. Business actors believe that excellent customer satisfaction will be directly proportional to customer loyalty.
2. In the process of running and developing a company, apart from the role of technology, there is also another role that is quite important, namely where the company can be able to formulate the right strategy in maintaining and maintaining relationships with its customers or often referred to as Customer Relationship Management. This strategy is also often used by business actors in Indonesia where one of all companies in Indonesia that uses this strategy is PT Tokopedia Indonesia.
3. The reason for PT Tokopedia Indonesia to implement a CRM strategy in their company is to be able to maintain good relations with their customers. Apart from the website, which is very popular with Tokopedia customers, it also has an application that makes it easier for its

customers to make transactions. In addition to making it easier for its customers to make transactions, Tokopedia also opens opportunities for anyone to open, sell and promote their merchandise on the Tokopedia.com website and the Tokopedia application.

## II. LITERATURE REVIEW AND METHODS

### LITERATURE REVIEW

#### Customer Relationship Management

According to Buttle in 2007 defines that Customer Relationship Management is a main business strategy within a company regarding internal functions to create and realize added value for customers. Electronic Customer Relationship Management is an application such as the internet such as email, websites, messaging applications, and other media where its use is to achieve the goals of the CRM system. The purpose of CRM itself is the development of business relationships with customers, retain customers, and also increase sales.

#### Customer Satisfaction and Loyalty

Customer Satisfaction is a result that shows the extent to which a customer or a product user at a company or service shows that the customer or user is happy with the products or services obtained. Customer loyalty is a positive feeling that a customer has for the service he or she gets when making a transaction at a company so that the customer will get used to making further transactions on the product or service to get good service on an ongoing basis. Customer loyalty also has a very important role in the progress of a company, because with this customer loyalty will be one of the unlimited assets that will be owned by a company.

#### Marketplace

Marketplace is a sales business model that aims where sellers and buyers meet and conduct online transactions, usually using a website or application. In Indonesia itself, PT Tokopedia Indonesia is one of the many companies that implement the marketplace as a business model for their company.

### METHODS

In this study, we used a descriptive qualitative method. The author uses this method because this method is suitable in collecting the data we ordered. So research with descriptive qualitative method is a limited research that is expected to identify problems both in terms of circumstances or events that occur significantly so that they can be solved through this method. The steps in this method determine the benefits as well as the research objectives, limiting and formulating the problem clearly. As well as conducting literature studies related to existing problems. This study also aims to be able to describe or describe how the application of customer relationship management to the company PT Tokopedia Indonesia by designing research methods that will be used in determining the population, samples, sampling techniques, and analyzing data, as well as making research reports.

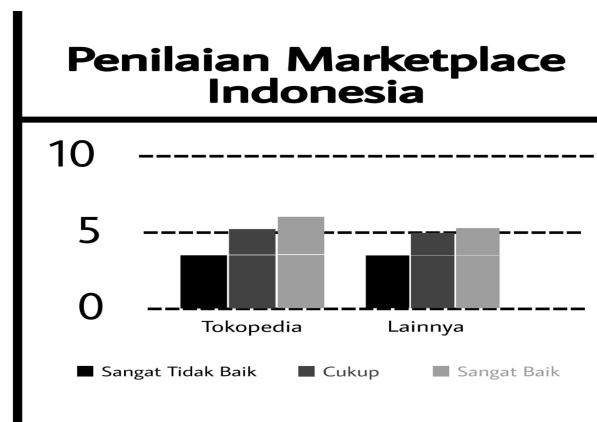
#### Data Collection Process

The process of collecting the data needed to strengthen this research, the authors give questionnaires to customers who make transactions many times or people who understand the Tokopedia.com website and Tokopedia online sales store. Where the results of the questionnaire to sellers and buyers of Tokopedia in Indonesia are the form of respondents in this study.

The author collects data using questionnaires and also surveys online buying and selling applications and their website about how PT Tokopedia Indonesia's services are. The purpose of this data collection is to find out how the level of satisfaction and loyalty of a customer on the website and also the Tokopedia online shop is.

**Data Analysis**

Furthermore, this research was carried out by analyzing the data obtained through the results of data collection that had previously been carried out by the author. Where in this data collection is carried out on an online businessman and also online shoppers, the data obtained can be seen in the following graph:



**Figure 1. Assessment Of The Marketplace Indonesia**

The picture above is a graph that shows that there is data that shows a graph in measuring the marketplace in Indonesia in terms of serving its users, one of which is PT Tokopedia Indonesia. In this marketplace, there is data showing that Tokopedia has a higher value rating compared to other marketplaces throughout Indonesia.

From the results of data collection that has been carried out by the author, we get data showing that in estimating how often a customer carries out activities on the Tokopedia.com website and also the Tokopedia online selling application which can be seen in the image below



**Figure 2. Customer Carries Out Activities On The Tokopedia.Com**

In the graph above, it is clear that user activity on the Tokopedia.com website and also the Tokopedia application is very good, both in carrying out buying and selling transactions and only viewing sales catalogs. So it can be concluded that the intensity of users on the Tokopedia website and also the Tokopedia online selling application is quite high compared to other marketplaces.

The questionnaire that the author has provided also contains data on how much customer trust is in the security of online buying and selling activities, where the priority for trust for customers is PT Tokopedia Indonesia which maintains customer relationships with its online buying and selling website.

### III. RESULTS AND DISCUSSION

#### RESULTS

From the data collection that the author has done, it shows that using graphs in measuring the existing market in Indonesia is beneficial for its users, one of which is PT Tokopedia Indonesia, indicating that the company has a higher ranking than other markets throughout Indonesia.

From the data collection that the author has done, it also shows that customers or users of applications or websites from Tokopedia are very good where they very often carry out buying and selling transaction activities or viewing sales catalogs on the Tokopedia application or website.

At PT Tokopedia Indonesia there are several influences from the implementation of Customer Relationship Management, some of which are CRM can help determine customer desires, with CRM in a company can identify and can also analyze all types of needs and customer desires that are directly related to electronic media, CRM can also help PT Tokopedia Indonesia to find out about how the customer segment is, in helping Tokopedia in terms of interacting directly with its customers whose very important role is the customer segment for children, teenagers and adults, so that on the website tokopedia.com and also the Tokopedia online selling application which is carried out through direct interaction by PT Tokopedia with all of its customers can take place quickly.

#### DISCUSSION

Based on the reference journal, the results of the study conducted by the author are that Tokopedia managed to rank first in increasing customer satisfaction and loyalty to Tokopedia. From the explanation of the graph that has been presented in the analysis of data collection, it was found that several convenience factors that can influence online purchasing decisions at tokopedia.com include:

- a. Customers can easily search for or find the items they need just by accessing the tokopedia.com site.
- b. Customers also think that by purchasing products or services on the tokopedia.com site, time and energy are not wasted.
- c. In addition to being able to buy goods or services on the tokopedia.com site, this market test also provides open business opportunities for anyone who wants to open a shop.
- d. The customer also finds it easy to replace the product he has purchased or cancel the product if there is no confirmation of payment.

Apart from the above factors, there are still many advantages that a customer who buys on the Tokopedia website gets. In terms of marketing, the Tokopedia website utilizes television advertisements, magazines, radio, social media, and all kinds of applications that have a major influence on increasing product sales on this website. Tokopedia also uses celebrity endorsement

services in increasing customer attractiveness to the tokopedia.com website where celebrity endorsements have a high positive influence in increasing customer purchasing power.

In Indonesia, the online credit card system is the most widely used payment for e-commerce payments with a percentage of 76.47%, with this case Tokopedia is also one of the Indonesian e-commerce companies that use this payment system on their website.

Although Tokopedia is placed in the first position in consumer perceptions of Tokopedia's attributes, it also has several weaknesses, including:

- a. The response that the store gave was slow enough to place an order and confirm the products that consumers bought.
- b. The images displayed on the website and also the Tokopedia online shop often do not match the goods that come.
- c. The payment method used by Tokopedia still does not provide a payment method on the spot.

Teenagers are the majority of young Tokopedia customers and users and also most of them are students or college students. So, it is better for Tokopedia.com to pay more attention to the prices offered or to be able to do more discount programs and provide free shipping to customers. There is no minimum purchase or balance deposit at Tokopedia.com so that the free shipping program can attract consumers' purchasing power.

#### IV. CONCLUSION

The conclusions that the authors can draw from the results of research that have been carried out are as follows :

1. By applying CRM to the company will be able to effect customer satisfaction and loyalty to a company. And from the data that the authors have obtained, it shows that a high level of customer satisfaction will be able to effect the level of customer loyalty.
2. By implementing customer relationship management in a company will have an influence in building a pretty good relationship from the company to the customer.
3. For companies that have various market segments, customer relationship management is one strategy that can be applied by a company.
4. With the implementation of customer relationship management, a company can find out the desires and needs of customers which can make the customer accustomed to conducting transactions in a long time.

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