

# CHAPTER I

## INTRODUCTION

### 1.1 Background of The Study

In today era, business is continuous increases day by day. To build a successful business especially for the startup business is not easier as they think. That's why for the startup business company they should think how to make a good strategy and plan to fulfill it. There is so many strategy that the firm or company can do in order to achieve the goals such as by implemented CRM, promotion, and many more.

The most popular marketing strategy in today's era is customer relationship management. This strategy is structured on the basis of inputs derived from the values contained in the customer. One way to find out purchasing decisions is through customer satisfaction surveys. Based on the results of this survey, we can find out what variables that cause customers satisfied or not satisfied and know the needs, desires and expectations of customers.

Customer Relationship Management which is based on customer value is a strategic process undertaken by the company in selecting customers that can be served and generate profits, and form the value received by consumers in the sense of value that is, the value resulting from the comparison between benefits received by customers and customer sacrifices.

In this IT new era, almost everything has been surrounded by the development of technology such as internet. Today, internet has become part of business. Even internet can create new start up business. In business cycle, a firm or company is not only sell quality of product or service. But as a owner of the firm they should know other of view in customer about our product or service that we sell.

To building the Customer Relationship Management is not only do when first approach with the customer or when first service the customer. The implementation of Customer relationship Management should be done start from the beginning of the approach with customers, the process of serving each customer order to the service after purchase (service after sales)

Every companies certainly of expectation of customer trust and satisfaction even their loyalty to their product. look at this point, this is situation force the company more work hard to achieve the goals. there is many thing firm fo to fullfill it such as create a new product which the aim is market is not bored with that product or by providing a excellent service in serving customer. Providing customer relationship Management service is an absolute obligation that have benn made from the companies to their customer. By implemented this, it would help the companies to make a good relationship between the producers and consumers. the quality service of customer relationship management can be linked to the customer satisfaction and add expectation.

The benefit of Customer relationship Management service for the company is not only can be juged by in financial form, but also the the trust, satisfaction and loyalty of the custommers. In other side, it also would help the firm or company to build a postive imagine for the companies is very valuable.

According to Susan ward (2018) **Customer Relationship Management (CRM)** refers to the methodologies and tools that aim to encompass all of a business's interactions with current, past and future customers with the goal of "improving" customers' relationships with that business. In other words, the goal of CRM is to gather enough information about a customer and use it well enough to increase that customer's positive interactions with the company, thereby increasing that company's sales. CRM systems are collaborative; the gathering of data through all phases of the customer relationship (marketing, sales, and service) provides a complete picture, allowing business owners/managers to make informed decisions

When in running its business activities then the company needs to apply customer relationship. Customer relationship is a customer relationship is a process of obtaining, maintaining, and developing a customer or in other words the customer's relation is a closer relationship between the company and the customer so both parties are both profits and ultimately can increase the company's sales value

Based on the important of customer relationship management to customer satisfaction, the writer choose the object methodology research at PT.Makmur Dekorindo Lestari. which is a compnies who running in in the service sector in providing solutions for residential home consumers by providing interior and exterior design services. The company has a service brand commonly known by consumers of The AP. This company was founded in 11 march 2003. Customer relationship management used by PT.Makmur Dekorindo Lestari is communication that is built through email, chat, telephone, always responds to e-mail buyers no more than 24 hours, Agreement that must always be kept, fast response to consumers who ask for information about service design or complain. on this view, The problems faced by companies related to customer relationship management are slow e-mail replies from companies, chat that is not immediately returned, on the telephone cannot be directly related to the desired personnel (because it is out of office), unable to keep the promise of design deadlines and slow response to handling customer complaints about the inappropriate design desired by the customer with the design made by the company, the incompatibility of product quality (raw materials used) with customer expectations and others.

The following is data that shows the problems that are often faced by the company because the inability of employees to handle customer complaints causes some customers to stop working with the company

**Tabel 1.1 Customer Data that Terminates Cooperation Before Work Is Complete**

<b>Periode / 2018</b>	<b>Jumlah Pelanggan</b>
Januari – Maret	1
April – Juni	2
Juli – September	3
Oktober - Desember	6

Sumber : PT. Makmur Dekorindo Lestari

Based on the table above, it can be seen that in the period from October to December 2018 the number of customers who decided to work together before the completion period of work ended is increasing. This problem is a serious problem that must be minimized. As we know, the responsibility of company is how to maintain and serve customers well through the services produced. If customer relationship management in a company is good, it will produce loyal customers. Which mean that, the companies that serve customers well, customers will feel satisfied, and the impact that will be felt by the company is to get loyalty from customers and get more profits.

Based on the background of the problems that exist at PT. Makmur Dekorindo Lestari the writer are interested in conducting research with the title: **the impact of customer relationship management to customer satisfaction in PT. Makmur Dekorindo Lestari at Medan.**

## **1.2 Problem Limitation**

In this skripsi, the problem limitation is to know the impacts of customer relationship management to customer satisfaction as dependent variable (variable Y) which is PT. Makmur Dekorindo Lestari by using customer relationship management as independent variable (variable X). The indicators for variable X is customer relationship management According to Kdevarakonda (2016) which customer service, engagement performance metrics, response time, conversion rate and relationship management metrics. And the indicator for variable Y is customer satisfaction According to Taylor, Jennifer (2017) which overall satisfaction score, satisfaction rate, changes in

satisfaction, satisfaction rating by subject and processed dissatisfactions rate. According to the capability and knowledge of the writer, the provided research will be limited. The focus of this writing is to know the impact of customer relationship management to customer satisfaction in family business which is PT. Makmur Dekorindo Lestari in Medan.

### **1.3. Problem Formulation**

Based on the observation that is done by the writer during the online research, the writer finds several problems faced in, which are:

1. Does customer relationship management has impact on the customer satisfaction at PT. Makmur Dekorindo Lestari?

### **1.4. Objective of the Research**

The objectives of the research that the writer can get are as follows:

1. To find out what is the impact of CRM to customer satisfaction

### **1.5. Benefit of the Research**

With the implementation of research, students can compare between theories obtained with actual practice. In this principle research is an application from theory to practice.

#### **1.5.1. Theoretical Benefit**

1. Writer

This research is hopefully can add and provide more understanding for the writer between theories and field.

2. Readers

The results of this study are useful as information for readers so they can find out the factors that affect customer satisfaction in the family business

### 1.5.2. Practical Benefit

#### 1. Company

This research is hopefully will become the consideration for the company to become aware of the problems and the research can provide information about the impact of brand credibility on customer loyalty.

#### 2. Future Researcher

This research is hopefully can add the reference, information, and theoretical education for other researchers and academic related to the topic

## 1.6. Systems of Writing

### CHAPTER I : INTRODUCTION

This chapter focuses on introducing the background of the relation between customer relationship management and customer satisfaction at family business and states the scope of the research. The problems on this topic are identified along with the objectives that the writer intents to achieve. Additionally, the benefit of the research, both theoretical and practical, will also be included in this section.

### CHAPTER II : LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

This chapter comprises of relevant theories and academic literatures related to customer relationship management and customer satisfaction at family business. In addition, the writer also mentions prior research done in this area and develops the hypothesis as well as framework of thinking for this research.

### CHAPTER III: RESEARCH METHODOLOGY

This chapter entails information in regards with the research design and population as well as the sample used in the research. The data collection method will be explained in

details followed by the operational variable definition and variable measurement. The last section will focus on the method used to analyze the data.

#### CHAPTER IV: DATA ANALYSIS AND DISCUSSION

This chapter comprises mainly of discussion regarding research object and data analysis. In addition, this chapter will cover a comprehensive discussion on the results of data quality and hypothesis testing.

#### CHAPTER V : CONCLUSION

The last chapter consists of conclusion and the implication of the research. Moreover, this chapter also provides recommendations related to the research problems.

