

# What Is The Role Customer Relationship Management Towards Customer Satisfaction

Iren Meiske Pesik (iren@nusantara.ac.id)  
Universitas Nusantara Manado

## Abstract

Finding and examining the framework for customer relationship management that UKM Aminda Cake used throughout the epidemic is the goal of this study. MSMEs face a number of issues, including declining revenue, declining demand, shipping and logistics, scarce resources, and future uncertainty. In this study, surveys and observation were the methods employed. The findings of the study demonstrate that customer identification, interaction management, service personalisation, complaint management, customer data analysis, and SWOT analysis comprise the CRM framework that has been implemented in SMEs. The CRM architecture has a number of drawbacks, including high implementation costs, insufficient internal resources, and low employee adoption and involvement.

**Keywords:** MSMEs, loyalty, pandemic, Customer relationship management

## Introduction

In order to stop the spread of Covid-19 cases after the pandemic, vendors sell online. As a result, merchants must adjust to the new environment of online purchasing and selling. Sellers need to grasp the desires of the audience, such as the necessity for communication between sales and consumers digitally (Yusuf, 2023). Because of Covid-19, customers frequently encounter changes in their purchasing behaviour when they have expectations that they wish to meet. This leads to the occurrence of certain consumer behaviours, such as the habit of making purchases online and leaving reviews or feedback at online retail locations. Potential online buyers can learn about past users' experiences with the product through reviews or feedback, which helps to build customer relationships.

MSME Aminda Cake serves a variety of cakes and roti made with basic ingredients like green beans. Those of all ages, from those in their prime to those in their later years, are the target market for MSME Aminda Cake. During the pandemic, MSMEs experienced the following issues:

1) Significant loss in revenue during the pandemic. Customer numbers and sales have decreased as a result of travel limitations, social alienation, and the closure of public spaces. The sustainability of MSME enterprises may suffer as a result.

2) During this epidemic, there has also been a decline in the market's demand for food products. Spending habits of consumers might change, such as cutting back on eating out or choosing less expensive options. Reduced revenue and difficulties sustaining business performance may result from this.

3) Internal obstacles prevent food delivery services and delivery logistics from continuing to operate. Delivery restrictions, hold-ups, and higher expenses can all have an impact on productivity and client satisfaction.

The research's consumer profile may include a number of elements that are pertinent to Aminda Cake MSMEs during the pandemic. Several elements can be included in the consumer profile in this study, including the following:

1. The demographics of MSME consumers during the pandemic can be understood by looking at factors like age, gender, education, occupation, and geographic region. For instance, do younger and older consumers have different tastes or eating habits

2. Consumer food preferences can reveal information about what kinds of MSME goods they are most interested in purchasing, as well as information on specific diets and preferences for the flavour and quality of food items.

3. The purchase habits of MSME customers during the epidemic are also crucial. Consumer behaviour during the pandemic can be inferred from data on purchase frequency, quantity of products purchased, and mode of purchase (e.g., using food delivery apps or going straight to the store).

With the use of this consumer profile, it will be possible to gain a deeper understanding of the preferences, buying patterns, satisfaction levels, and factors that affect the consumers' decisions to choose Aminda Cake MSMEs throughout the epidemic.

A corporate strategy built around managing relationships with customers is called customer relationship management, or CRM. The goal of customer relationship management (CRM) is to enhance and preserve customer loyalty through the provision of long-term special services to increase value through the study of characteristics (Yusuf, 2023). In contrast, prior research indicates that social CRM is based on traditional CRM and leverages social media to support relationship management customers. Social CRM can be defined in a variety of ways for commercial goals, from technology to strategic focus. To help customers better utilise social networks, internal and external data, news feeds, and existing sales and marketing content, for instance, CRM is utilised as an intuitive stand-alone tool that can be exploited within existing CRM structured processes (Yusuf, 2022).

## **Methods**

Using a descriptive analysis approach—that is, a strategy that can describe the situation based on data that has been obtained via observations or interviews—the research team carried out this qualitative study. In the Manado city, observations were made at the Aminda Cake MSME. Primary data from books, magazines, and the internet, as well as secondary data from field research conducted through surveys or observation, are the sources of data that were used.

## **Results and Discussion**

In the context of MSME Colleges during the pandemic, the deployment of a CRM (Customer Relationship Management) framework might help Aminda MSMEs in managing connections with consumers and enhancing customer satisfaction. The CRM framework is utilised for customer identification, interaction management, service personalisation, complaint handling, customer data analysis, and SWOT analysis of MSMEs. The CRM framework that has been used by MSMEs is examined as follows:

### **Determine the clientele**

By using customer identification, marketing plans may be developed that are both effective and tailored to the needs of the target audience. For example, new menu items like reasonably priced rice bowls and fresh dohot water drinks can be promoted.

### **Management of interactions**

Orders, inquiries, and complaints are just a few of the client exchanges that are tracked by interaction management. This framework can enhance client loyalty, preserve relationships, and give customers a positive experience.

### **Customisation of the offering**

In order for Aminda MSMEs to personalise services—such as offering personalised menu recommendations, adjusting promotional offers, or offering exclusive services to devoted clients—customer data must be used. Relationships with customers can be strengthened and customer happiness raised by this personalisation.

A SWOT analysis of MSME Kole-Koleh Angraini is shown below:

### **Power**

Because it is the first MSME to transform traditional cakes into distinctive, contemporary cakes based on green beans, MSME Aminda Cake has the advantage of being able to provide these cakes at reasonable costs as a typical keepsake from Manado City.

### **Negative aspects**

The lack of utilisation of social media, e-commerce sites like ShopeeFood, and a shortage of human resources are the limitations of MSME Aminda Cake.

### **Possibilities**

Possibilities from MSME Aminda Cake is well situated near the Manado State Polytechnic school and in the centre of the partner market shopping centre. The Alexandria Townhouse Housing Complex's Jalan Anggrek Sari is where Aminda Cake MSME is situated.

### **Dangers**

The competition that offers more reasonably priced items that are utilised as mementos of Manado at MSME Aminda Cake's location poses a danger.

For the success and longevity of MSME enterprises, using a CRM framework can enhance customer relationship management, raise customer happiness, and keep hold of current clients. Despite the fact that the CRM system is quite useful for maintaining client connections at Anggraini MSMEs during the pandemic, there are a few drawbacks that should be taken into account, such as:

### **Implementation Costs**

For MSMEs with little funding, setting up and maintaining a CRM system can be costly. For MSMEs, the expenses associated with implementing, integrating, and training staff to use a CRM system can be very onerous. This could be a challenge, particularly for food MSMEs operating on a tight budget and small scale.

### **Limited Internal Resources**

MSMEs may not have as many staff members or as much experience with information technology as larger companies. For MSMEs lacking the necessary resources and experience, managing a complex CRM system that needs upkeep can be difficult. This may lessen CRM implementation's efficacy and efficiency.

### **Absence of Employee Acceptance and Involvement**

Employee acceptance and involvement are essential for a successful CRM installation. CRM deployment may encounter challenges if staff members lack motivation to use it or do not comprehend its advantages

## **Conclusion**

Aminda Cake MSMEs face a number of issues, including declining revenue, declining demand, distribution and logistics, scarce resources, and future uncertainty. MSMEs use a CRM framework that includes tasks like customer identification to develop marketing strategies that work, interaction management to track customer communication, personalisation of services to offer product or menu recommendations, complaint management to handle customer complaints in a way that works, customer data analysis to spot patterns, and SWOT analysis.

The CRM architecture has a number of drawbacks, including high implementation costs, insufficient internal resources, and low employee adoption and involvement. Recommendations that can be given to MSMEs to strengthen interactions with consumers and business management.

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