The Influence of Customer Relationship Management and Service Quality on Customer Satisfaction On the Tokopedia Marketplace

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ABSTRACT

Tokopedia is a huge marketplace in Indonesia, such a state becomes one of the reasons of which the study was conducted, namely to discover the extent to which Customer Relationship Management (X1) and Service Quality (X2) affect Customer Satisfaction (Y).

This study was a casual descriptive research that collected data through questionnaire as primary data. The study acquired 50 respondents in which the results were processed using SPSS26 to discover the effect of Variables X1 and X2 on Y.

The study results have concluded that the factors of customer relationship management and service quality positively affect the decision making of customers. These two factors affected more than 64 percent in establishing the condition of customer satisfaction.

Keywords: Customer Relationship Management, Service Quality, Customer Satisfaction

INTRODUCTION

Based on the article by (Idcloudhost, 2022)—The State of e-Commerce App Marketing 2022, it was determined that Indonesia is the third country with the largest digital shopping figure after Brazil and India.

The datum above is also correlated with the rapid growth of Marketplaces in Indonesia, as released by the article of (Setyo Nugroho, 2022) regarding best-selling merchants in the first quarter of 2022, which stated that:

1. **Tokopedia**, this merchant has been uploaded by approximately 15,223,300 customers every month.
2. **Shopee**, this merchvant has been visited by 132,776,700 users.
3. **Lazada**, this merchant has been visited by 24,686,700 users and followed by 31,833,880 people on Facebook platform.
4. **Bukalapak**, this merchant has 23,096,700 visitors.
5. **Orami**, the merchant that specializes itself in providing the needs for pregnant women, babies, and parents has been visited by 19,953,300 visitors.
6. **Blibli**, about 16,326,700 users have visited this merchant.
7. **Ralali**, this merchant has been visited by 8,883,300 visitors
8. **Zalora**, it was recorded that 2,776,700 visitors have visited this merchant.
9. **JD ID**, it was recorded that this merchant has been visited by 2,546,700 visitors
10. **Bhinneka**, this merchant has 2.360.000 visitors

There are two things that can be done currently to improve customer satisfaction, namely managing customer relationship and providing proper and quality service.

(Pawoon, 2019) in his article stated that the application of customer relationship management in business is crucial because the customer relationship management allows a business to develop due to the capability of managing relationships with customers.

THEORETICAL REVIEW

1. **The Covid-19 Pandemic**

   The Covid-19 pandemic has lasted more than 2 (two) years all over the world, causing numerous changes in various sectors of life. From the changing health protocols that became more stringent (using masks and other health protocols) to the economic sector in which the pattern of purchase has changed from offline to online purchase system in addition to people's lifestyle that became more aware of health. (Aditya, 2021) in his paper stated that until the end of 2021, there were 12 Covid's variants, namely Alpha, Beta, Gamma, Delta, Omicron, Epsilon, Zeta, Eta, Theta, Iota, Kappa, and Lambda. The article of (Arnani, 2022) informed that a new variant has been found on January 4th 2022, and the variant is categorized as IHU variant by researchers from a Virus Research Institute in *Institute Hospitalo Universitasires (IHU)* in Marseille.

2. **Marketplace**

   According to Shopery in (Idris, 2021), marketshare is a platform where merchants gather and do digital transactions with customers. In Indonesia itself, two types exist, namely Pure Marketplace and Consignment Marketplace.

3. **Customer Relationship Management**

   Customer relationship management is a method ran by companies to manage the closeness of a company with its customers. As described in the article of (Pawoon, 2019) in which one of the methods of a company to get in relationship with all of its customers—either the old or new customers—is by managing customer relationship because this aspect is useful for a running business.

   The types of applicable customer relationship management according to (Buttle, 2014) include:

1. Strategic, is a top-down perspective aimed to attract and maintain profitable customers
2. Operational, is a perspective focusing on automation projects
3. Analytical, is a bottom-up perspective focusing on activities of collecting customer data for strategic and tactical purposes.

4. Service Quality

Service quality is dynamic conditions related to the good or not and the extent to which consumers' hopes over services given by a company are fulfilled during the delivery of products (goods and services) to the customers, this matter is expressed by Fandi Tjiptono as quoted by (Nanda, 2021).

This article also explained that service quality has several indicators used to measure the properness of the given services. Such indicators encompass (1) reliability, (2) responsiveness, (3) assurance, (4) attention, (5) direct evidence.

5. Customer Satisfaction

(Tjiptono & Chandra, 2016) in their book stated that customer satisfaction is emotions that emerge after customers compare the received services over the use of products (goods and services) to the expectation over the service to be acquired. Fornell in (Lupoyadi & Hamdani, 2013) expressed that customer satisfaction my provide some benefits to a company, namely (1) preventing customers to move away, (2) reducing the sensitivity of customers towards the price and cost of the possibility of marketing failures, (3) reducing operational costs, and (4) improving business reputations.

RESEARCH METHOD

A. Research Framework
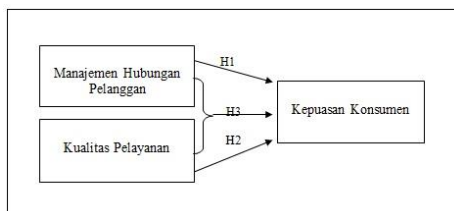
Based on the figure shown aside, it can be seen that the study seek the partial effect of variables X_1 and X_2 towards Y and the simultaneous effect of variables X_1 and X_2 towards Y in which X_1 = Customer Relationship Management, X_2 = Service Quality and Y = Customer Satisfaction.

B. Design and Characteristic of the Study

According to (Rangkuti, 2017), this study is a causal descriptive research because it answers the 6 W's (What, When, Who, Way and Why) in addition to explaining which variable that would become the reason and which variable that would become the cause as well as the correlation between.

C. Data Type, Source, and Collecting

1. Data Type and Source

(Rangkuti, 2017) stated that data are divided into two types, thus, this study used (1) primary data or direct data through questionnaire, and (2) secondary data or indirect data that include books, articles, journals, and etc.

A. Population and Sample

a) **POPULATION** → All individuals who had transactions in Tokopedia marketplace application.

b)   **SAMPLE** →Respondents who filled out the questionnaire correctly during the questionnaire dissemination.

Due to the great number of population and the limited time of the study, the number of sample used was based on respondents who filled out the questionnaire correctly during the questionnaire dissemination, and 50 valid respondents have been obtained. The number of sample was still acceptable because Gay and Diehl in Anwar Sanusi (2012:100-101) expressed that the minimum number of sample to take is 30 samples. Roscoe in Uma Sekaran in (Silaswara, 2020) also stated that the best sample of a study is between 30 to 500 samples.

B. Data Collecting Technique

Secondary data have been collected since the study began, namely since May to June 2022, while to acquire primary data, the questionnaire was disseminated for 14 (fourteen) days, namely for two weeks from the end of July to the beginning of August 2022.

D. Analysis Method

The method of this study was qualitative, therefore, questionnaire's statements must be first changed into the quantitative form with the Likert's scale in five categories of value, namely: Highly Agree = 5, Agree = 4, Neutral = 3, Disagree = 2, Highly Disagree = 1. Therefore, this questionnaire is categorized as a close questionnaire because the answers have been available.

DATA ANALYSIS
A. Respondent Identification

The following is the identities of valid respondents in the time of study

Tabel 1 Respondent Identity

No	Kategori	Pilihan	Jumlah	Total
1	Gender	Laki-laki	17	50
		Perempuan	33	
2	Usia	Di bawah 20 tahun	17	50
		Di atas 20 - 25 tahun	28	
		Di atas 25 - 30 tahun	4	
		Di atas 30 - 35 tahun	1	
		Di atas 35 - 40 tahun	0	
		Di atas 40 tahun	0	
3	Tingkat Pendidikan	Di bawah SLTA	2	50
		SLTA dan Sederajat	28	
		Diploma	0	
		Sarjana	15	
		Magister	1	
		Doktoral	0	
		Lainnya	4	
4	Pernah MelakukanTransaksi di Marketplace	Ya	50	50
		Tidak	0	

Source: Questionnaire Processing Results

B. The Questionnaire Test Results

Based on the questionnaire processing results, the classic assumption test results are as follows:

1. There were 39 statements used in the questionnaire in which all statements were valid except for the fourth statement of X1 variable, because the acquired R_{test} score was below R_{table} or $0.255 < 0.2787$.

2. The reliability values of all variables were good because they scored above 0.8 (X1 = 0.893, X2 = 0.898 and Y = 0.937), meaning that all statements were consistent and good.
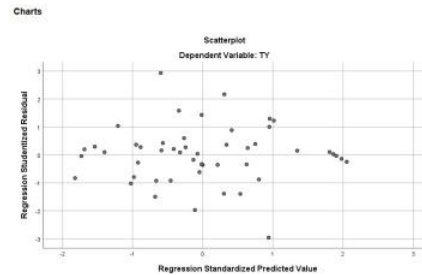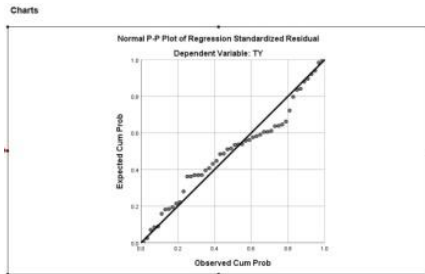
Gambar 1 The Results of Data Normality Test   Gambar 2 the Results of Heteroscedasticity Test

3. For the data normality test, it can be seen in the Figure of the P Plot Normality Test Results that data of all variables were normally distributed because the points were around and follow the direction of the diagonal line.

4. In Heteroscedasticity Test, it can be seen that the data in the Figure shows that heteroscedasticity was not present in this regression model because the point spread did not form a wave and was evenly distributed above and below the value 0 (zero)

5. The processing results of questionnaire also indicated no multicollinearity because the acquired VIF values were lower than 10.00 (VIF_{TEST} 2.737) and the acquired tolerance value was greater than 0.10 ($Tolerance_{TEST}$ 0.365).

The following is the questionnaire processing results to prove the study hypotheses

a) The First Hypothesis Test: The effect of X_1 on Y (Partial)
From the processing results of variable X_1, it has been acquired that this variable formed the condition of Y by 50.1% ($R^2 = 0.501$) and the established correlation was strong (R = 0.708). The formed regression was → **Y = 8.856 + 0.667 X₁** in which X_1 positively affected Y. The T table value was greater than T count, i.e., $6.938 > 2.008$, therefore, it can be concluded that H_0 is rejected and **H₁ is accepted = X₁ positively affect Y**

b) The Second Hypothesis Test: The effect of X_2 on Y (Partial)
From the processing results of variable X_2, it has been acquired that this variable formed the condition of Y by 64.7% ($R^2 = 0.647$) and the established correlation was strong (R = 0.804). The formed regression was → **Y = 4.153 + 0.545 X₂** in which X_2 positively affected Y. The T table value was greater than T count, i.e., $9.372 > 2.008$, therefore, it can be concluded that H_0 is rejected and **H₁ is accepted = X₂ positively affects Y**

c) The Third Hypothesis Test: The effect of X_1 and X_2 on Y (Simultaneous)
From the simultaneous processing results of variables X_1 and X_2, it has been acquired that this variable formed the condition of Y by 64.4% (Adj $R^2 = 0.644$) and the established correlation was strong (R = 0.812). The formed regression was → **Y = 2.500 + 0.446 X₁ + 0.173 X₂** in which X_1 and X_2 positively affected Y. The F table value was greater than F count, i.e., $45.397 > 3.19$, therefore, it can be concluded that H_0 is rejected and **H₁ is accepted = X₁ and X₂ positively affect Y.**

CONCLUSION AND RECOMMENDATION

A. Conclusion

The study conclusions acquired from the questionnaire processing results are as follows.

1. The number of respondents who were successfully obtained when distributing the questionnaire within a period of 2 weeks (14 days) was 50 valid respondents.
2. The analytical method used in this study was simple regression and the results obtained: Hypothesis 1 and Hypothesis 2 were proven (H0 is rejected and H1 is accepted) because the value to $>$ tα and both Original Sample values were positive, so it can be stated that the X_1 and X_2 variables have a partial effect on Y.
3. The results of Multiple Regression obtained Adj R, i.e. both variables simultaneously had an effect of 64.4%. Where the independent variable (Customer Relationship Management and Service Quality) greatly affected the dependent variable (Satisfaction Level). And from the results of data processing, it was found that X_1 was more influential than X_2 on Y
4. The F test value $>$ from the F table value, it proves that the third hypothesis or H_1 is proven, namely the X_1 and X_2 variables had a positive effect on the Y variable.

B. Recommendation

1. A subsequent study is expected to be done to discover other factors that establish customer satisfaction because more than 35% of Y's condition were caused by other variables.
2. It is expected that the study can add to the belief that customer satisfaction also depends on customer relationship management and service quality.

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