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EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT ON CUSTOMER SATISFACTION AT SUDUT LAGI CAFÉ IN SAMARINDA

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ABSTRACT

This research aims to find out whether the Customer Relationship Management variables consisting of identification (X_1), differentiation (X_2), interaction (X_3), and *customization* (X_4) had a partial and simultaneous effect on customer satisfaction at Sudut Lagi Café in Samarinda and determine the most significant effect variable on customer satisfaction at Sudut Lagi Café in Samarinda. The research employed a quantitative descriptive method. The research samples consisted of 100 respondents. The sample determination used a proportionate stratified random sampling technique. To take the number of each month, researchers employed an accidental sampling technique, with the criteria that respondents had purchased and consumed food and beverages more than three times and were over 20 years old. Data collection techniques included giving questionnaires to respondents, interviews, and documentation. Validity and reliability tests, classical assumption tests, multiple linear regression tests and *f*-tests (simultaneous), and *t*-tests (partial) were used to prove and analyze it. The research indicated that implementing *Customer Relationship Management* simultaneously affected customer satisfaction at Sudut Lagi Cafe Samarinda. The analysis proved that the identification (X_1), differentiation (X_2), interaction (X_3), and *customization* (X_4) variables had partial and simultaneous effects on the customer satisfaction variable (Y). It could be seen from the F_{count} value of 52.029 with a significance level of 0.000 ($<$ 0.05) that the identification (X_1), differentiation (X_2), and *customization* (X_4) variables had a partial effect on the customer satisfaction variable (Y). These three variables fulfilled the requirements of the *t*-test, which were indicated by a t_{count} greater than t_{table} and a significance value < 0.05. Meanwhile, the interaction variable (X_3) did not affect customer satisfaction partially because it had a lower t_{count} and significance value > 0.05, and the *customization* variable (X_4) had the most significant effect on customer satisfaction, with a t_{count} value of 5.730 and a significance value of 0.000.

INTRODUCTION

Nowadays, Cafés are becoming a lifestyle for people in the modern era in accordance with current developments and have become a popular trend, e.g., small activities, whether just relaxing or discussion activities, even business meetings. Cafés are often chosen as a meeting point [1, 2, 3]. Essentially, people frequently want to find a different, more relaxed atmosphere because the café interior is more aesthetic and attractive; moreover, the food and beverage are varied [4, 6, 7, 8]. According to [9, 10, 12, 13], *Customer Relationship Management* (CRM) aims to discover customer habits, what customers like, and various factors behind them. Hopefully, the Customer Relationship Management strategy will impact customer satisfaction because of the emotional bond that allows the café to understand better customers' specific expectations and needs [14, 16, 18, 19]. Through the Customer Relationship Management marketing concept, cafés can satisfy customers' needs, desires, and goals to get more than expected. It needs to be implemented; thus, customers do not switch to competitors, which causes a decline in sales [20, 21, 24]. It is proven that implementing the Customer Relationship Management strategy can increase visitors to the Sudut Lagi Café in Samarinda and provide satisfaction to customers who visit by expecting a repeat order and not turning to competitors. Currently, the phenomenon of tight competition in the café business in Samarinda can become a problem and threat to café business actors; in some cases, a few cafés could close their branches because they were losing the competition.

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METHODOLOGY

This research employed an *associative research* approach [4]. A sample was an element of the accumulation and privileges of the population. If the sample has been studied, it also describes and applies to the entire population. The research method was a quantitative descriptive method. The number of research samples was 100 respondents. In determining the sample, a proportionate stratified random sampling technique was used, and to take the number of each month, researchers used an accidental sampling technique, with the criteria being that respondents had purchased and consumed food and beverages more than three times and were over 20 years old. Data collection techniques included giving questionnaires to respondents, interviews, and documentation. Validity and reliability tests, classical assumption tests, multiple linear regression tests, *f*-tests (simultaneous), and *t*-tests (partial) were used to prove and analyze it.

RESEARCH RESULTS
Respondents' Demographic Profile

Table 1 describes the demographic profile of respondents. The respondents consisted of 26% male respondents and 64% female respondents. The average age of respondents was more than 20 years, consisting of 65% of respondents aged between 21 and 30 years and 35.0% of respondents aged 31 years and over. 5% of respondents were civil servants. Furthermore, 10% were entrepreneurs, 64% had student status, and 21% had other status. Based on educational background, the majority of respondents had a senior high school education (65%), followed by a diploma at 20%, a bachelor's degree at 15%, and 0% others, with an average income of less than IDR 2,500,000 at 64% because the majority of visitors were students. Meanwhile, for 36%, it was above IDR 2,500,000.

Table 1. Respondents' Demographic Profile

No	Variables	Frequency	Percentage (%)
1	**Age**		
	20-30 Years	65	65
	> 31 Years	35	35
2	**Gender**		
	Male	26	26
	Female	74	74
3	**Education**		
	Senior High School	65	65
	Diploma	20	20
	Bachelor	15	15
	Non-Graduate	0	0
4	**Occupation**		
	Civil Servant	5	5
	Entrepreneur	10	10
	Student	64	64
	Others	21	21
4	**Income**		
	< IDR 2.500.000;	64	64
	IDR 2.500,000 – IDR 5,000,000	28	28
	IDR 6,000,000 – IDR 10,000,000	5	5
	< IDR 10,000,000;	3	3

Multiple Linear Regression Test
Table 2. The Result of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.600	2.078		1.732	0.086
Identification (X_1)	0.258	0.108	0.184	2.384	0.019

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Differentiation (X_2)	0.421	0.133	0.246	3.156	0.002
Interaction (X_3)	0.212	0.167	0.110	1.266	0.209
Customization (X_4)	1.181	0.206	0.457	5.730	0.000

a. Dependent Variable: Customer Satisfaction (Y)

Source: Processed Primary Data, 2023

The results of data processing using SPSS Version 27 obtained the results of the multiple linear regression equation:

$$Y = 3.600 + 0.258X_1 + 0.421X_2 + 0.212 X_3 + 1.181X_4 + e$$

The regression equation can be explained as follows:
a.   The regression coefficient for variable X_1 (identification) was obtained with a positive coefficient sign. It implied that if customer identification was carried out in detail by the café and all the data were managed well to plan strategies for the appropriate market segment, it would increase customer satisfaction.
b.   The regression coefficient for variable X_2 (differentiation) was obtained with a positive coefficient sign. It implied that if the café could group its segments into the right groups and then create a strategy to provide specific services, it would provide added value to the café from its competitors, which could increase customer satisfaction because it could not be found elsewhere.
c.   The regression coefficient for variable X_3 (interaction) was obtained with a positive coefficient sign. It denoted that the more interactions that café employees pleasantly had with customers according to their market segment would increase customer satisfaction.
d.   The regression coefficient for variable X_4 (*customization*) was obtained with a positive coefficient sign. It emphasized that if the customization variable or the way the café adapted to its customers increased by providing facilities and infrastructure that suited the needs of its customers, then customer satisfaction would also increase.

CONCLUSION
1. Effective implementation of *Customer Relationship Management* focusing on identification, differentiation, interaction, and *customization* could positively influence customer satisfaction at Sudut Lagi Café Samarinda. These variables significantly affected customer satisfaction, and a comprehensive *Customer Relationship Management* strategy could increase customer satisfaction by providing differentiated services, interacting well, and *customizing* products and services according to customer preferences. It was evident from the analysis results obtained that variables identification (X_1), differentiation (X_2), interaction (X_3), and *customization* (X_4) variables simultaneously affected the customer satisfaction variable (Y). It could be seen from the F_{count} value of 52.029 with a significance level of 0.000 (< 0.05).
2. Identifying each consumer's unique characteristics was important in applying the *Customer Relationship Management* strategy. Sudut Lagi Café Samarinda has successfully implemented this identification process. The research results indicated that the identification variable had a positive and significant effect on customer satisfaction with a *t*-count of 2.384 and a significance value of 0.019.
3. Interaction with customers in a cafe business was critical and could not be avoided. In the context of *Customer Relationship Management*, good interaction with customers could increase customer satisfaction and help cafes know customer preferences and needs more closely to provide more appropriate products and services. However, at Sudut Lagi Cafe Samarinda, customer interaction with customers was less effective and did not provide customer satisfaction. The research discovered that the interaction variable did not significantly affect customer satisfaction because it had a *t*-value of 1.266, smaller than the *t*-table, 1.985, and a significance value of 0.209.
4. Providing products and services tailored to customers' needs and preferences could increase customer satisfaction. Sudut Lagi Cafe Samarinda has adapted well to its market segment, i.e., youth, by providing appropriate menu prices and presenting a concept in line with the latest trends. The research results indicated that the *customization* variable positively and significantly affected customer satisfaction, with a *t*-value of 5.730 and a significance value of 0.000.
5. Each variable, namely identification (X_1), differentiation (X_2), and *customization* (X_4), had a partial effect on the customer satisfaction variable (Y). These three variables fulfilled the requirements in the *t*-test, which were indicated

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by a larger t_{count} than t_{table} and had a significance value <0.05. Meanwhile, the interaction variable (X_3) did not partially affect customer satisfaction because it had a lower t_{count} and a significance value > 0.05.

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