

Implementation of Electronic Customer Relationship Management to Increase NusaTrip Customer Loyalty

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Abstract

E-CRM (*Electronic et al.*) is the process of maximising sales to customers and prospecting customers by using information technology such as databases, websites, customer service, e-mail, and social media marketing (Hendriyani & Raharja, 2018). This research aims to determine the implementation of e-CRM, such as websites and business procedures carried out by NusaTrip, in increasing customer loyalty. Apart from that, the implementation of e-CRM in the form of e-mail, sitemap and social media marketing such as Facebook, Instagram or more personal communication using WhatsApp is also expected to help NusaTrip to establish good communication with customers to increase customer loyalty. Four factors support E-CRM's success: Organization Orientation, Customer Orientation, Knowledge Orientation, and Information Technology Orientation. The e-CRM provided by NusaTrip can help customers find information about the company, make hotel room reservations, or purchase plane tickets easily.

Keywords: e-CRM; customer loyalty; website

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1. Introduction

In the business world, customers are an essential factor in supporting the success of a business, as is the case in the online travel agent industry, such as NusaTrip. The level of hotel room and plane ticket sales at NusaTrip depends on customer satisfaction, which will maintain customer loyalty and the continuity of the company's business—customers who purchase plane tickets and book hotel rooms, both domestic and international. The level of purchase of plane tickets and hotel rooms, starting from the pandemic in March 2020, has reached 5-10 per cent, where this number has decreased compared to purchases in the previous year before the pandemic, reaching 85-90 per cent. This decline was also

experienced due to the closure of all domestic and international airports as well as the closure of hotels. As sales conditions are still decreasing, companies must maintain customer loyalty by forming good relationships with customers to help the company continue to gain profits to maintain success and profit. Therefore, a company must, of course, maintain customer loyalty.

Customer loyalty is behaviour shown by customers in improving sustainable relationships with a company because of the emergence of positive beliefs in the value provided by the company (Bose & Rao, 2011). Loyal customers are the most valuable asset for a company in increasing company sales (Budianto, 2019).

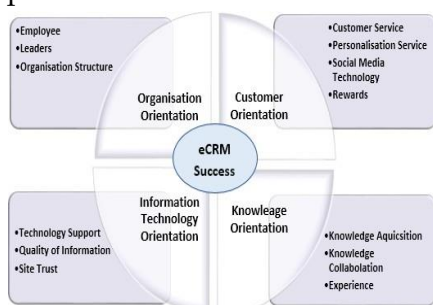
Technology or internet media, such as the web, can help companies form good customer relationships (Ramadhan & Kusumaati, 2016). To support the formation of customer loyalty, we can utilise existing technology by implementing E-CRM to build good customer relationships. E-CRM is the process of maximising sales to customers and prospecting customers by using information technology such as databases, websites, customer service, e-mail, and social media marketing (Hendriyani & Raharja, 2018). E-CRM also uses digital communication technology to maximise customer sales by encouraging online services (Chaffet, 2011). e-CRM carries out customer relationship management indirectly or indirectly through electronic media or online media that gets loyalty from each customer (Warrington et al., 2007).

E-CRM can be applied to services at digital-based online travel agents whose services are 100% online. The implementation that we can do is provide the best service and provide information technology such as Live Chat, E-mail and social media marketing. The application of E-CRM is to build good customer relationships to increase customer loyalty and satisfaction. Based on the background description above, researchers are interested in analysing "Implementation of Electronic Customer Relationship Management in Increasing NusaTrip Customer Loyalty."

1.1. E-CRM

e-CRM is an organisation strategy that requires management support, competent employees, structures and processes (Vinmolboon, 2019). E-CRM is one way of managing a relationship between a company and customers to increase customer loyalty by utilising electronic media to increase loyalty in consuming products or services offered by the company.

The success of E-CRM depends on four things paying attention to four factors that can improve the business as a whole.



Source: Vinmolboon, 2019

Based on the picture above, we can see four factors in the success of e-CRM, especially in the hotel industry, namely 1) Organizational Orientation which consists of employee leaders and organisational structure; 2) Customer Orientation which consists of components such as customer service, personalisation service, social media technology, rewards; 3) Knowledge Orientation which consists of knowledge acquisition, knowledge collaboration, experience; 4) Information

Technology Orientation has components such as Technology Support, Quality of Information,

Site Trust. Trusted and quality information technology can help companies introduce and assist in increasing sales to a greater extent, considering that information technology can now be easily seen by potential customers in various parts of the region and even the world.

The benefits that can be obtained from implementing e-CRM (Tunggal, 2000) are 1) Encouraging loyal customers, 2) Reducing costs, 3) Increasing operational efficiency, 4) Increasing time to market, and 5) Increasing revenue.

1.2. Customer loyalty

Customer loyalty can generally be interpreted as loyalty to the company, where the customer makes repeat purchases and voluntarily recommends products or services to others. The loyalty of each customer will, of course, be different; this can be seen from how they assess the company. Loyalty is a commitment to regularly repurchase a product or service at different times (Li & Green, 2012, p. 6).

According to Li and Green (2011), below are four things that can measure customer loyalty, namely: (1) Word-of-mouth Communication by knowing how far customers want to recommend company services or products to other people; (2) Repurchase Intention is measured by the extent to which customers want to do business continuously, make repeat purchases and make frequent purchases, (3) Price Insensitivity is the extent to which customers are willing to pay higher prices, continue to buy with price increases and continue the relationship even though there are alternatives available. Cheaper, and (4) Complaint Behavior is measured by the extent to which customers want to continue using products and services despite problems during service delivery.

2. Research Methods

This research methodology applies descriptive qualitative research using secondary data such as journals and books and direct observation results from the NusaTrip company. The research object is NusaTrip (PT. Tunas Sukses Mandiri) in South Jakarta, one of the Online Travel Agents.

3. Results and Discussion

NusaTrip (PT. TUNAS SUKSES MANDIRI) is at AIA CENTRAL, 28th Floor Jl. General Sudirman No. Kav. 48A, Karet Semanggi, Setiabudi District, South Jakarta City, Special Capital Region of Jakarta 12930. provides online services to domestic and international customers with a wide selection of airlines and hotels, both domestic and international. In implementing e-CRM to help increase customer loyalty, NusaTrip provides information about product facilities and offers that customers can get through the e-CRM customisation site or what we know as a website. NusaTrip's e-CRM customisation site has a language feature that customers can change so that domestic and international customers can reach this website. The website provided by NusaTrip contains information that makes it easier for customers to purchase plane tickets or hotel rooms online, as well as information regarding flight availability, hotel facilities, and tourist attractions around the hotel that customers can visit.

Apart from that, the e-CRM customisation site on NusaTrip also provides contacts that customers can contact, such as e-mail, domestic telephone numbers, and several international connections, such as WhatsApp and social media sites, such as Facebook and Instagram. NusaTrip also implements a sitemap where this channel can help new customers

find the information they want. Sitemap is a summary of e-CRM content that makes it easier for company websites to be detected on Google search sites.

Implementation of customer e-CRM at NusaTrip hotels is carried out with an e-CRM customisation site which provides information about the products and services provided, online ordering information via the website <https://www.nusatrip.com/id> The hotel also provides contacts whom the customer can contact like a telephone number (021) 5060 8747 which is available 24/7 e-mail: support@cs.nusatrip.com or service communication in a way more quickly via WhatsApp +62 821-8222-8747.

Apart from that, NusaTrip makes it easier for customers who want to find summary information about plane tickets and hotels by implementing a sitemap so that when customers search on Google, the hotel website will automatically appear because the hotel search site is detected on Google, besides that the sitemap functions to create the website that we have easy to find out by Google (source: toffee-dev, 2019). Social media marketing services such as Facebook and Instagram can help customers find daily information the hotel provides, such as different promotions each day or month.

Customers who make reservations via the website will quickly determine flight availability and how long they want to stay and choose the type of room available at different prices. Then, customers will fill in the reservation data on the check page, such as booker, passenger, or hotel guest data. -out via the website, customers will also easily choose the payment method they want, such as Online Bank, ATM & Bank Transfer or Credit Card. After that, customers will receive a verification or booking code from NusaTrip. Customers will receive this verification via e-mail. This will also make it easier for NusaTrip to search for order data.

In determining the success of e-CRM implementation, NusaTrip has a clear Organizational Orientation. NusaTrip does not form many organisational structures. However, this makes the staff more focused on the positions and functions of the positions they have so that they can still work together well and the company can run well and effectively.

NusaTrip implements Customer Orientation where NusaTrip provides unique telephone numbers for international customers who want to make calls using local international numbers to serve customers from several countries, such as United Kingdom telephone numbers +44 203 906 1322, United States/Canada +1 970 295 4660, Malaysia +60 111 7000 885 and Singapore +65 31 38 97 26 which directly connects customers to be able to talk with Customer Support from NusaTrip, as well as various information such as promos and Daily information about hotels that customers can get from social media marketing Instagram. So, it is hoped that this can become a strategy for companies to maintain and increase customer loyalty.

Knowledge Orientation What: What NusaTrip implements is providing accessible information via the web with language features that customers can easily understand and change, such as English and several other Asian languages, so that customers from various countries can get good information and customers will not get wrong information.

When a company can provide good information, the company will get good reviews or feedback from customers. One of them is that NusaTrip implements it with integrated marketing so that the information provided by NusaTrip will be the same across all channels

and that errors in providing information are minimal.

Information Technology Orientation is trusted and of good quality and can help companies carry out business activities. One of the implementations of e-CRM carried out by NusaTrip is using e-mail to communicate with customers and provide booking codes for all customers who make orders online so that the information obtained will be private and safe for customers. This also makes it easier for NusaTrip to provide private information and continue communication to retain existing customers.

Seeing the condition of tourism, which continues to decline due to the impact of COVID-19, business people must be able to maintain customer loyalty. NusaTrip maintains customer loyalty by maintaining good communication with customers and paying attention to what can be used as benchmarks for customer loyalty.

NusaTrip will provide a special refund voucher for regular customers who cannot fly or stay at the previously booked hotel due to it being closed due to the pandemic by not giving a validity period on the voucher so that it can be used by customers at any time after the pandemic begins to subside and immediately giving compliments to customers who are dissatisfied with the services provided by NusaTrip so that it can be said that NusaTrip is paying attention to a strategy to the extent to which customers recommend the company and the company's services. This can be seen from the number of occupancy, which continues to increase every month from January to March 2023. This means that NusaTrip can see good customer reviews and proves that many customers are sending word of mouth to NusaTrip's Customer Support.

NusaTrip's ongoing communication with customers can help maintain customer loyalty. NusaTrip provides attractive promos and suitable delivery methods from NusaTrip to customers through social media marketing.

This can prove that quite a few NusaTrip customers have repurchase intention or the extent to which customers do business continuously and make repeat purchases. This can be seen from the number of NusaTrip repeaters, which has continued to increase over the last three months in 2023 because tourism conditions, especially in the aviation and hotel sectors, have experienced an increase again after the pandemic from January to December 2023 the increase in customers who continue to purchase plane tickets and hotel rooms continues and increases to 85%.

Value added is a strategy carried out by NusaTrip in Price Insensitivity, where NusaTrip will provide an offer at a price that is relatively high but adds value where the value provided is an addition to services that have not previously been informed to customers and after that it will be informed as an agreement or it can be said this is a reward for customers given by NusaTrip.

For example, NusaTrip offers promotional prices for purchasing plane tickets and hotel rooms. In this case, it is hoped that customers will be attracted by promos and prices that are quite cheap compared to other Online Travel Agent competitors.

The success of the NusaTrip company is trying to maintain and minimise errors that occur by constantly communicating and managing data well so that errors do not occur when customers make orders via the NusaTrip website. If an error occurs, NusaTrip immediately communicates and looks for solutions to customers through good Customer Support services.

The implementation of e-CRM and the methods carried out by NusaTrip are enough to

help the company survive even though the tourism situation is still developing after the pandemic. This can be seen in the number of customers ordering via NusaTrip. From October 2023 to December 2023, the number of customers who purchased at NusaTrip reached 84,110 orders._

MONTH	OCC	BOOKINGS
October	42.60	19,500
November	45.33	26,000
December	49.66	38,610
TOTAL BOOKINGS		84,110

Source: Internal Bookings System. NusaTrip

MONTH	GUESTS	REPEATER	PAX%
October	19,500	2,298	35%
November	26,000	3,236	47%
December	38,610	4,602	59%

Source: Internal Bookings System. NusaTrip

The increase experienced by NusaTrip in three months can also be seen in the number of customers who have made orders more than twice. There is an increase in repeat order rooms every month. So, it can be said that the implementation of e-CRM by NusaTrip is quite good and helps NusaTrip maintain and increase customer loyalty.

4. Conclusion

Based on the research results regarding "Implementation of Electronic Customer Relationships Management in Increasing Customer Loyalty at NusaTrip", it can be concluded that implementing e-CRM NusaTrip as a whole has done well where customers can quickly get the information they need. In providing this information, NusaTrip implements e-CRM through websites, e-mail and social media marketing to market and introduce products or services to build customer relationships and increase customer loyalty. Customers can easily purchase domestic or international tickets or hotel rooms via e-CRM, and to support the success of these business procedures, NusaTrip pays attention to four success factors in using e-CRM.

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