

## The Effect of E-CRM on the Customer Loyalty of McDonald's Indonesia

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### Abstrak

Penelitian ini merupakan penelitian kuantitatif yang mengkaji fenomena sosial dengan tujuan untuk mengetahui pengaruh E-CRM terhadap Customer Loyalty. Populasi penelitian ini adalah pelanggan makanan cepat saji Mc Donald di Indonesia. Penelitian ini mengambil sampel sebanyak 96 responden dengan menggunakan simple random sampling. Pengumpulan data dalam penelitian ini berupa penyebaran kuesioner kepada pelanggan makanan cepat saji Mc Donald's. Teknik analisis data yang digunakan adalah analisis perhitungan dan analisis inferensial dengan alat analisis perhitungan pengolahan data menggunakan aplikasi IBM SPSS versi 24. Setelah menganalisis data, hasilnya menunjukkan bahwa ada pengaruh positif dan signifikan dari E-CRM terhadap Loyalitas Pelanggan.

Kata kunci: Manajemen Hubungan Pelanggan Elektronik (E-CRM); Loyalitas Pelanggan

### Abstract

*Based on the research conducted, it was found that E-CRM has a significant and positive effect on customer loyalty among Mc Donald's fast food customers in Indonesia. The study involved a total of 96 respondents who were chosen through simple random sampling. Data was collected via questionnaires distributed to Mc Donald's customers, and the data analysis technique used was calculation analysis and inferential analysis with data processing calculation analysis tools using the IBM SPSS version 24 application. The results of the analysis show that E-CRM plays an important role in enhancing customer loyalty, which can be beneficial for businesses in terms of customer retention and long-term profitability.*

Keyword: Electronic Customer Relationship Management (E-CRM); Customer Loyalty

## INTRODUCTION

It cannot be denied that the development of technology is increasing development can have such a broad impact, especially on increasingly rapid business competition. That way a very company need to implement things that are interesting and also make it easy for its customers so that later can increase and retain customers through quality service improvement. At a step like this is expected companies can help a company to remain superior and able compete with other companies (Syahchari et al.,2019)

The emergence of internet technology is also supported by the emergence of a platform applications that enable a company large or small compete effectively and efficiently compared to other means conventional. With the development of a relationship with customers through a technology platform application will provide a positive effect also to customers. There is a term customer relationship management or customer relationship management (CRM) which is defined as a process that builds and maintains customers so it can provide benefits

with a value, and also ensure the customer satisfied (Suharsono et al.,2021)

E-CRM refers to a management related to customers electronics or CRM here can be said to be a web where the relationship is with electronics. E-CRM has an ability to capture, integrate, and also distribute a data obtained in company-wide organizational websites (Hendriyani dan Raharja, 2018)

E-CRM has several benefits when implemented by companies namely as follows:

- 1) Able to improve the quality of service and customer support for serve customer needs effectively and efficiently.
- 2) Able to increase customer loyalty, due to the e-CRM system here allows the company to do a communication with customers. The trick is that customers will use a channel communications and systems that will identify an actual cost to retain individual customers within the company.
- 3) Marketing can be done more effectively because existing customer data can analyzed from various points of view so that

later can find something which marketing campaigns can have a large effect on a sale.

4) The creation of greater efficiency and cost reduction, integration customer data will become an all-encompassing database departments in the company to share information and work towards the appropriate goals of the enterprise.

Quality of service and also customer loyalty is a factor urgency that must be considered by businessmen. Satisfied customer will give loyalty to a company. Based on mini research that has been carried out by Mc Donald's, especially in Indonesia, has implemented e-CRM, but what is still an obstacle here is when the number of similar competitors will cause a decrease in satisfaction to Mc Donald's, not to mention the service they provide is usually always 24 hours, but due to a government regulation regarding Covid-19 provides a rule especially for fast food restaurants that always open time 24 hours must have a time limit. It is not directly later can reduce the quality of service and also loyalty customers, if Mc Donald's here does not have an appropriate strategy to provide satisfaction for customers.

Based on the phenomena and relevant previous studies mentioned above, the purpose of this research is to determine the effect of electronic customer relationship management (e-crm) on the customer loyalty of Mc Donald's Indonesia, with the research model in Figure 1 as follows:



Figure 1.  
Research Model

This research also uses literature sources that have relevance to this study. Customer relationship management or customer relationship management is a process that is able to build and also maintain something relationship between producers and consumers so as to create a benefits such as products that are of value to consumers and can later be made consumers are satisfied with this (Philip K,et al., 2010)

Customer relationship management (CRM) is also used as a process build a relationship with customers, later the purpose of the maintenance is for commitment and also customer loyalty in order to remain use the company's products (Komari et al.,2017). There are three possible factors driving the success of a relationship between marketers and customers that is including the following:

- 1) Customer value, there is a ratio of the difference between the benefits received and a resource used to obtain a benefit.
- 2) Customer satisfaction, which is a person's perception of a performance for products and services in relation to expectations.

- 3) Customer retention, namely the existence of a purpose from product offerings has value continuously and more than competitors other. So as to provide an effect later consumers will be very satisfied and also loyal to the company's products and brands.

CRM implementation can be successful, but there are some things that must be considered, which include the following, (Nurlaey et al., 2019):

- 1) CRM is not only used as a data processing unit but a part from technology.
- 2) Information and awards should be given to consumers who relevant.
- 3) Monitoring and attention to laws regarding privacy and protection data on countries where CRM programs are used.
- 4) The effectiveness of a CRM program starts in the database. Databases that can provide benefits to the company, but if the opposite can cause wastage for the company.

#### Electronic Customer Relationship Management Concept

The definition of E-CRM is CRM that is implemented electronically with use a web browser, then use the internet and also using electronic media such as email, call center and personalization. E-CRM has a definition of using digital communication technology to maximize a customer sale and encourage online usage service (Chaffet, 2011)

The concept of E-CRM also has an indicator as follows (Hamid, 2011):

- 1) Information Quality, is the information presented on the website is easy to understand and up to date.
- 2) Fulfilment, there is an order fulfillment process by delivering the right product at the right time and handling customer inquiries.
- 3) Ease of Navigation, namely the website is easy to navigate, fast access to the information needed.
- 4) Customer Service Quality, companies can understand customer needs and have the ability to deal with problems that arise and respond to customer complaints in a friendly manner.
- 5) Integrated Marketing Channels, is a click and mortar company, or a combination of virtual and physical work is essential to ensure a sustainable consumer relationship.
- 6) Online Community, where violators can exchange information with other people and can get help from members when the product used by the customer experiences problems.

#### Customer Loyalty

Customer loyalty can be interpreted as consumer loyalty to company. According to Tjiptono customer loyalty is a commitment customers towards a brand, company based on positive traits and later these customers will make purchases in the long term (Tjiptono, 2004)

In customer loyalty also has an indicator. According to Hidayat Customers/consumers are a person's commitment to a market will be based on a positive attitude and reflected in the purchase repeat consistently. Indicators of consumer loyalty are as follows (Hidayat, 2009):

- 1) Trust, namely the response of consumer confidence in the market.

- 2) Emotional Commitment, namely consumer psychological commitment to the market.
- 3) Switching Cost, is the consumer's response to the burden received when a change occurs.
- 4) Word of Mouth, which is publicity behavior that consumers do to the market.

**METHODOLOGY**

This research uses quantitative data because this research will obtain data in numerical form for data processing. The objects of this research are E-CRM and Customer Loyalty. The population in this research is customers buying fast food McDonald's. The sampling technique uses a non-probability sampling which is purposive sampling that the sampling method was based on several criteria or an overview of the population.

The data collection process uses primary data sources through distributing questionnaires to 96 respondents spread the questionnaire. The purpose of distributing the questionnaires is to obtain the answers that will be processed to measure the variables are electronic customer relationship management (e-crm) and customer loyalty with a interval scale.

Table 1.  
Operationalization of Variables

Variables	Dimensions	Indicators
Electronic Customer Relationship Management (E-CRM)	Information Quality	Information can be accessed easily by customers
		1. Information known to the customer can be well understood by the customer
		2. The website can fulfill orders from customer
	Fulfilment	3. Websites can provide the right product to customers
		4. The website can provide directions/instructions to customers
		5. The website can be accessed quickly by customers
	Customer Service Quality	6. Companies can meet customer needs
		7. Companies can provide good service and handle problems experienced by customers
	Integrated Marketing Channels	8. Providing services to customers is done virtually
9. The company always ensures that the services provided to customers are always effective and efficient		

Variables	Dimensions	Indicators
Customer Loyalty	Online Community	10. The company provides flexibility for other customers so that they can help each other when they have the same problem when accessing the website
		11. The company provides forums for customers so they can exchange information with each other too (forums for members)
	Trust	12. Customers trust the company
13. Customers trust the company's service		
14. Customers always want products from these companies		
Emotion Commitment	Switching Cost	15. Customers are always loyal to the products of the company
		16. The company ensures to customers if there is a change
	17. Customers provide a response/criticism/input if there is a change in the company's product	
Word of Mouth	of	18. Customers give reviews about product to the people closest to them
		19. Customers publish the products they consume either directly to those closest to them

**Population and Research Sample**

When the population is large, and researchers are not possible study everything in the population, for example limited funds manpower, and time the researcher can using a sample drawn from that population (Sugiyono P, 2010) The sample is part of the number and characteristics owned by the population. In this study withdrawal techniques the sample used is Sampling Nonprobability. In determining this sample size, the authors use Formula Lemeshow.

$$n = \frac{z^2 P (1-P)}{a^2} \dots \dots \dots (1)$$

$$n = \frac{1,96^2 \cdot 0,5 (1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \cdot 0,25}{0,01}$$

$$n = 96.04$$

Based on this formula, samples that can be taken from minimum population of 96.04 people rounded up to 96 respondent.

## RESULT AND DISCUSSION

### A. Descriptive Analysis

#### 1) Descriptive Variable E-CRM

Based on data processing regarding responses respondents to variables E-CRM, it was found that the indicator Integrated Marketing Channels is an indicator that has the highest level of achievement with 50.21%, while the Ease of Navigation indicator is an indicator with the lowest achievement of 48.58%.

The item on the accuracy of the amount of service provided to customers used is the item with the highest percentage score, namely 51.04%. Meanwhile, information items that are known to customers get the lowest percentage of obtaining a score with 47.47%.

The ideal score for the E-CRM variable is 8.064 for 12 questions. Obtaining a score based on the results of data processing on the E-CRM variable is 3.977 while looking for a continuum area that indicates the ideal area of respondent's responses to Customer Loyalty.

#### 2) Descriptive Variable Customer Loyalty

Based on data processing regarding responses respondents to variables Customer Loyalty, it was found that the indicator Trust is an indicator that has the highest level of achievement with 52.97%, while the Word of Mouth indicator is an indicator with the lowest achievement of 50.14%.

The item of accuracy in the number of customers trusting the company's services used is the item with the highest percentage of obtaining a score of 54.16%. While the publication items for the products they consume either directly get the lowest percentage score with 50%.

The ideal score for the Customer Loyalty variable is 5.376 for 8 questions. Obtaining a score based on the results of data processing on the Customer Loyalty variable is 2.774 while looking for a continuum area that indicates the ideal area of the respondent's response to Customer Loyalty.

### B. Inferential Analysis

#### Simple Regression Test

The following is a table of the results of the analysis calculation simple regression of E-CRM on Customer Loyalty using the Statistics Product and Service Solution (SPSS) application version 24.0.

Table 2.  
Simple Regression Analysis Results

Model	Coefficients <sup>a</sup>			t	Sig
	Unstandardized Coefficients	Standardized Coefficients	t		
	B	Std. Error	Beta		
1 (Constant)	16.138	2.126			
E-CRM	.309	.050	.539		
1) Dependent Variable: Customer Loyalty					

Source: Data Processing Results

The simple regression equation for the hypothesis of the effect E-CRM on Customer Loyalty is:  $\hat{Y} = a + bX = 16.138 + 0.309(X)$ . A positive sign indicates that the relationship between the independent and dependent variables goes in one direction, which means that any increase or decrease in one variable will be followed by an increase or decrease in another variable.

#### 2) Correlation Coefficient Test

The correlation coefficient between E-CRM variables and the Customer Loyalty variable uses the Statistical Product and Service Solution (SPSS) application version 24.0. Got from the following results.

Table 3.  
Correlation Coefficient Test Results

Model	Model Summary <sup>b</sup>			
	R	R Square	Adjusted R Square	Std. Error of the estimate
1	.539 <sup>a</sup>	.290	.283	5.018

Source: Data Processing Results

Based on the table above, it can be seen that the coefficient of determination (R Square) is 0.290 if it is presented as 29%. So it can be seen that the effect of E-CRM on Customer Loyalty is 29%. While 71% is influenced by other factors not examined in this study.

## Discussion

Based on the analysis and processing of data using Statistic Product and Service Solution (SPSS) application version 24.0 of E-CRM on Customer Loyalty, the following results are obtained:

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Based on simple regression analysis calculations between E-CRM variables on Customer Loyalty, the regression equation  $\hat{Y} = a + bX = 16.138 + 0.309(X)$  is obtained. The positive sign indicates that the relationship between the independent and dependent variables goes in one direction, meaning that every increase or decrease in one variable will be followed by an increase or decrease in other variables, thereby attracting E-CRM, so consumers will get Customer Loyalty.

In addition, the results of calculating the correlation coefficient value is 0.539. This value indicates the influence of the E-CRM variable on Customer Loyalty of 0.539. When connected with the interpretation value of the correlation coefficient, the value of 0.539 is in the high category. So it can be concluded that there is a high influence between E-CRM on Customer Loyalty.

The coefficient of determination (R Square) is 0.290 if it is percentaged to 29%. So it can be seen that the effect of E-CRM on Customer Loyalty is 29%, while 71% is influenced by other factors not examined in this study.

The results of this research is Customer Loyalty Mc Donald's can be influenced by E-CRM. This is in accordance with the existing hypothesis built before. The results obtained are in accordance with the results of a literature review conducted by

Sari, Nursehah, Ghina, & Yusuf, 2021 (Ratnasari, et al., 2021) the data analysis method used is descriptive and verification research methods. The results showed that the E-CRM variable had a positive and significant effect on Customer Loyalty at Matahari Department Store Karawang. Other research analyzes use linear regression according to Fitriana, A. 2017 (Fitriana, 2017) shows that E-CRM has a significant and positive effect on customer loyalty using Bank Syariah Mandiri Internet Banking. And further the results of this study are also supported by Inas. 2019 (Inas T, 2019), the data analysis used descriptive statistical analysis and PLS (Partial Least Squares). The results of the study show that E-CRM has a direct and indirect positive effect on Customer Loyalty Shopee.

## CONCLUSION

Based on the results of the analysis and discussion described in the previous chapters regarding the effect of E-CRM on Customer Loyalty. Mc Donald's, it can be concluded that E-CRM has a positive effect on customer loyalty. This means that the implementation of E-CRM makes consumers feel that they are given good service, makes it easy to order and gives good loyal value to consumers. The existence of quality E-CRM to meet customer needs, both in terms of easy access to get the information needed to reliable online services, can create a sense of loyalty to become a Mc Donald's customer.

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