THE INFLUENCE OF IMPLICATION CUSTOMER RELATIONSHIP MANAGEMENT AND TRUST TOWARD SATISFICATION AND CUSTOMER LOYALTY ON QUANTUM PLASTIC

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ABSTRACT

The goal of this study is to look the effect of CRM (Customer Relationship Management) and confidence on Quantum Plastic satisfaction and loyalty. This study is a quantitative research and using SEM-PLS as analysis tool. The sampling data method in this study is to give a sheet of questionnaires to 40 Quantum Plastic's customers. The validity and reliability of this method are taken from data results' fitness. There are 5 results of this study : CRM (X_1) has a significant effect toward customer's satisfaction (X3). Customer trust (X2) has a significant effect toward satisfaction (X3). Customer Satisfaction (X3) doesn't have any effect toward their loyalty (Y1). CRM (X1) has a big impact toward customer loyalty (Y1). And customer trust (X2) has significant impact toward their loyalty (Y1).

Keywords : CRM (Customer Relationship Management), Trust, Satisfication, and Customer Loyalty.

INTRODUCTION

This study refers to a research about CRM and trust effect toward customer satisfaction and the impact toward PT. Bank BCA Tbk, in Manado's customer loyalty that carried by Victor, *et al* (2015). The result of that research is CRM and customer trust have significant impact toward customer loyalty. This study will be carried in Quantum Plastic. Quantum Plastic is a distributor in trashbag, polybag and plastic bag. Right now Quantum Plastic is only have 12 customers. Hence an action to increase the customers is needed to increase the earning. CRM, customer trust and customer satisfaction are suspected to have significant impact toward Quantum Plastic's customer loyalty so they can cooperate or even refers quantum plastic product to their partners.

Linof and Berry (2011) said that CRM has one goal to increase company image in customer eye. Hence the customer will always use that company product. CRM application in

Quantum Plastic not only give satisfaction to the customer but also increase customer loyalty toward Quantum Plastic. Febrianingtyas, *et al* (2014) said that a company expense to get new customer is five times that expense that spent to keep old customer.

Root Causes

In conclution there are five problem that need to be solved in this study.

1. Does CRM have effect toward customer satisfaction?
2. Does customer trust have effect toward customer satisfaction?
3. Does customer satisfaction affecting customer loyalty?
4. Does CRM have effect toward customer loyalty?
5. Does customer trust affecting customer loyalty?

Research Goal

1. To observe CRM effect toward Quantum Plastic customer satisfaction.
2. To observe customer trust toward customer satisfaction in Quantum Plastic.
3. To observe customer satisfaction toward customer loyalty in Quantum Plastic.
4. To observe CRM effect toward Quantum Plastic's customer loyalty.
5. To observe customer trust toward customer loyalty in quantum plastic.

LITERATURE REVIEW

CRM (Customer Relationship Management)

Peyne & From (2016:13) said that CRM is a strategy that focus in increasing customer loyalty, interaction, and relationship. Lovelock, *et al* (2011:103) said that CRM is a process where relation with either new or old customer is build and maintained as well as possible. Payne & Frow (2013:29) defined that there are 5 keys process in CRM

1. *Strategi Development.*
2. *Enterprise Value Creation.*
3. *Multi-channel Intergration.*
4. *Information Management.*
5. *Performance Assesment.*

Trust

Sangadji & Sopiah (2013:201) said that customer trust is a customer's knowledge about a product. Then the customer will make a conclusion about that product. Morgan & Hunt in Deb (2014) said that customer trust is a customer's perception about reliability and integrity that made from an interaction. Aker in Nugroho and Sudaryanto (2013) said customer loyalty will developed if the customer have trust in a product.

Tschannen Morran & Hoy in Risdianto and Japarianto (2015) said that there are 5 dimensions that made customer trust.

1. *Benevolence*
2. *Reliability*
3. *Competence*
4. *Honesty*
5. *Opennes*

Satisfaction

Research conducted by Nugroho and Sudaryanto (2013) said that customer satisfaction is an urge from an individual that make that individual have a goal so that individual will have loyalty in the company. Sangadji and sopiah (2013 :180-181) said that customer satisfaction is an impact from comparison between what they want and they get.

Hawkins, *et al* in Risdianto and Japarianto (2015) said there are 8 attribute that define customer satisfaction known as "The Big Eight"
1. *Value to price relationships*
2. *Product quality*
3. *Product feature*
4. *Reliability*
5. *Warranty*
6. *Response to and remedy of problems*
7. *Sales experience*
8. *Convenience of acquisition*

Consumer Loyalty

Zichermann & Linder (2010:13) said that loyalty is an consumer's expression toward certain brand and consumers do the repurchase based on a good relationship. Sangadji & Sopiah (2015:104) said loyalty is a commitment that has in-depth sustainability which is own by customer to re-subscribe or do repeat order toward goods and services which are offered by the company consistently for a long period of time. Sangadji & Sopiah (2013:105) said loyalty refers to a form of behavior from decision making units to do a purchase continually toward goods and services from a certain company. Consumer's loyalty is an important asset which is maintained by the company because by having a loyal consumer then they will give an distinctive advantage for the company (Susanto & Semuel, 2013).

According to Payne & Frow (2013:87) there are 3 levels of a loyalty as follow :
1. Supporter
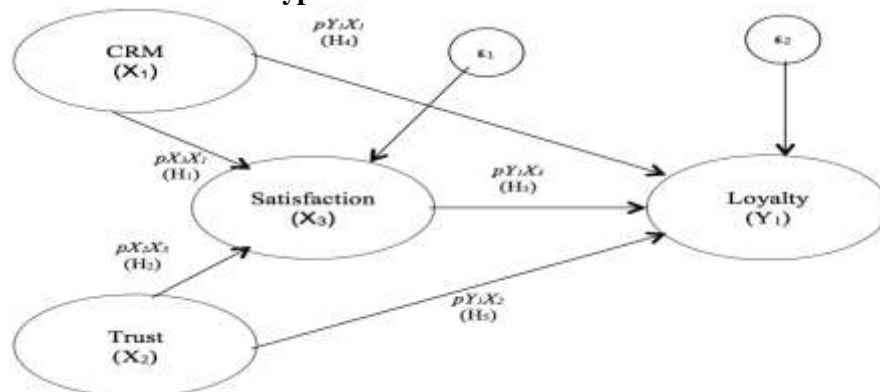2. Partner
3. Advocate

Research Model and Hypothesis

Figure 1. Research Analitycal Model

Hypothesis :
1. H1 : CRM is positively affecting toward the consumer's satisfaction
2. H2 : Trust is positively affecting toward the consumer's satisfaction
3. H3 : Consumer's satisfaction is positively affecting toward the consumer's loyalty
4. H4 : CRM is positively affecting toward consumer's loyalty
5. H5 : Trust is positively affecting toward consumer's loyalty

RESEARCH METHODS
Data Source
The research method that is used, is a quantitative method with SEM analytical tool and uses path analysis. According to Thoifah (2015) path analysis method is the independent variables theoretically not independent which has intervening variable or intermediary variable. In this research the independent variables which are intended are Customer Relationship Management (X1) and Trust (X2). The independent variable which becomes intervening variable is Satisfaction (X3). Meanwhile the dependent variable in this research is Consumer's Loyalty (Y1). Population data which is used in this research, is Quantum Plastic's 12 consumers. Sample data is gathered by distributing three to seven respondent's questionnaire toward twelve Quantum Plastic's consumers. The data from forty respondent which is collected will be processed by using smart PLS 2.0 M3 tool. In this research SEM-PLS has two levels data processed as follow, calculate algorithm and calculate bootstrapping. For calculate bootstrapping, because the collected data is only forty respondents then to reduce the type to error in this research, the samples will be modified into 2000 samples. These are SEM-PLS analytical steps which are used in this research :
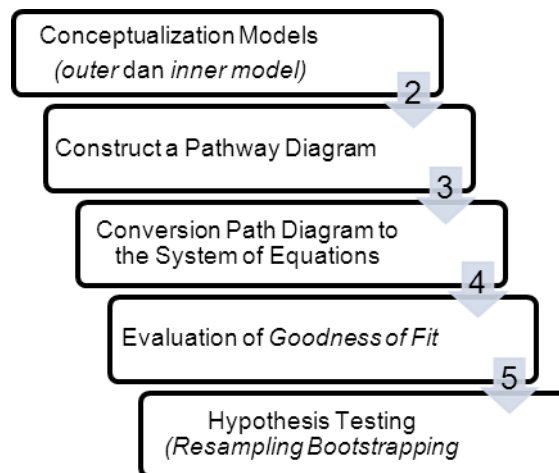

Figure 2. SEM-PLS analytical steps.

Goodness of Fit Evaluation
    1. Outer Formative
        Outer formative has two factors which are measured such as, outer weight and multicollinearity. The table is as follows :

Table 1. *Rule* of Thumb outer formatif

Criteria	Rule of Thumb
Significant Weight	✓ > 1,65 (*Significant level* 10%) ✓ > 1,96 (*Significant level* 5%) ✓ > 2,58 (*Significant level* 1%)
Multicollinearity	✓ VIF <10 *or* <5

2. **Outer Reflective**

   Outer reflective has three factors which are tested such as, convergent validity, discriminant validity, and reliability. This is the rule of thumb's table from outer reflective :

Table 2. *Rule Of Thumb Outer Reflektif*

Criteria	Parameter	Rule of Thumb
Convergent Validity	✓ Loading Factor ✓ AVE ✓ Communality	✓ > 0,7 ✓ > 0,5 ✓ > 0,5
Discriminant Validity	✓ Cross Loading	✓ > 0,7
Reliability	✓ Cronobach's Alpha ✓ Composite Reliability ✓ Outer Loading	✓ > 0,7 ✓ > 0,7 ✓ > 0,7

3. **Inner Model**

   Inner model has two factors which are tested such as, r-square and effect size f^2. This is the rule of thumb from inner model :

Table 3. *Rule Of Thumb Inner Model*

Criteria	Rule of Thumb
R-Square	✓ 0.75 *(strong),* 0.50*(moderate), and* 0.25*(weak).* (Hair, *et al.* 2011)
Effect Size f^2	✓ 0.35, 0.15, *and* 0.02 *(strong, moderate, and weak)*

4. **Hypothesis Test**

   The hypothesis test which is used, is significant level 5% so the t-value result must be > 1,96.

Table 4. *Rule Of Thumb Uji Hipotesis*

Criteria	Rule of Thumb
Signifikan (2-tailed)	✓ t-value ≥ 1,65 (*Significant level* 10%) ✓ t-value ≥ 1,96 (*Significant level* 5%) ✓ t-value ≥ 2,58 (*Significant level* 1%)

Research result and Discussion

This research has four respondent's characteristic such as, gender, age, last study, and occupation. These are four respondent's characteristic data from this research :

1. Gender : 55%
2. Age <30 years : 55%
3. Bachelor Degree : 55%
4. Employee : 67%

Then the descriptive statistic from the first variable is CRM (X1) showed that there are two indicators with the lowest standard deviation value such as, $X_{1.1}$ and $X_{1.2}$. The descriptive statistic from the second variable is trust (X2) showed that there is an indicator with the lowest standard deviation value such as, $X_{2.3}$. The descriptive statistic from the third variable is satisfaction (X3) showed that there is an indicator with the lowest standard deviation value such as, $X_{3.3}$. The descriptive statistic from the fourth variable is consumer's loyalty (Y1) showed that there is an indicator with the lowest standard deviation value such as, $Y_{1.3}$. Therefore, all of

the indicators with the lowest standard deviation value in each variables can be told more homogeneous than the indicator in that variables. This is the attachment figure of measurement model SEM-PLS in this research :
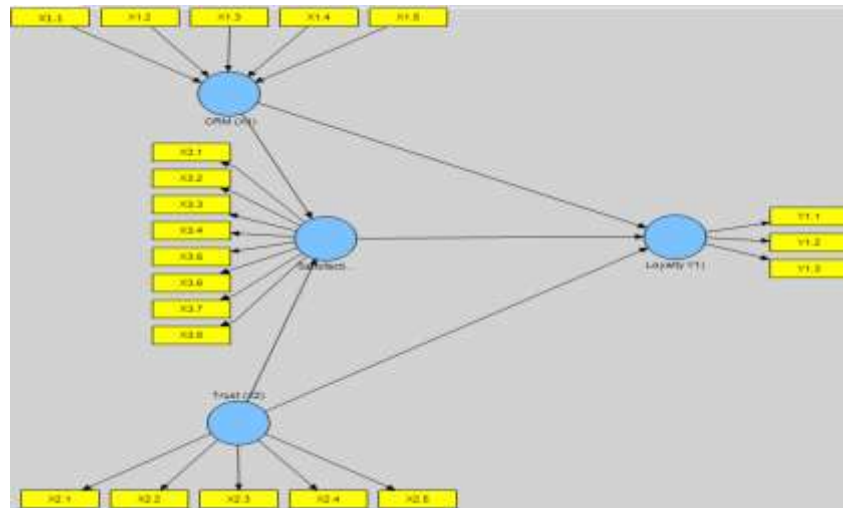

Figure 3. Analytical Model SEM-PLS

The SEM-PLS analytical test has three steps such as, outer model testing, inner model, and hypothesis. In this research will be started from outer formative testing by looking the rule of thumb in table 1. This was the result of outer formative in this research:

Table 5. *Outer & Multicollinearity*

Measurment Model	Critical Value	Result
Outer Weight		
X1.1	t-statistic = >1,96	0,174453
X1.2	t-statistic = >1,96	0,545878
X1.3	t-statistic = >1,96	3,466,494
X1.4	t-statistic = >1,96	1,040,242
X1.5	t-statistic = >1,96	4,959,537
Multicollinearity		
X1.1	Vif = <10	3,167
X1.2	Vif = <10	5,748
X1.3	Vif = <10	2,816
X1.4	Vif = <10	1,687
X1.5	Vif = <10	2,150

Table five showed the value which are gotten after processed by using smart PLS 2.0 M3 analytical tool. In outer weight, there were three indicators which have a value under the critical value so that three indicators $X_{1.1}$, $X_{1.2}$, $X_{1.4}$ must be deleted so the other indicators get more maximum result. After that three indicators are deleted, so the t-statistical result from $X_{1.3}$ was 6,394,132 and $X_{1.5}$ is 5,993,121. The multicollinearity from this research when all data are processed use SPSS version 22 showed the value as in table 5. Table 5 showed all indicators from variable CRM have Vif value under the critical value so that five indicators do not have a correlation.

The next step is outer reflective test. The outer reflective test uses the rule of thumb in table 2. This was the result of outer reflective in this research :

Table 6. *Outer Model Convergent Validity*

Measurment Model	Result		Critical Value	Evaluation Model
	Outer Model			
	Item	Factor Loading		
Convergent Validity	X2.1	0,702	≥ 0,7	Good
	X2.2	0,801	≥ 0,7	Good
	X2.3	0,826	≥ 0,7	Good
	X2.4	0,704	≥ 0,7	Good
	X2.5	0,799	≥ 0,7	Good
Convergent Validity	X3.1	0,652	≥ 0,7	Moderate
	X3.2	0,818	≥ 0,7	Good
	X3.3	0,728	≥ 0,7	Good
	X3.4	0,761	≥ 0,7	Good
	X3.5	0,659	≥ 0,7	Moderate
	X3.6	0,848	≥ 0,7	Good
	X3.7	0,609	≥ 0,7	Moderate
	X3.8	0,682	≥ 0,7	Moderate
Convergent Validity	Y1.1	0,702	≥ 0,7	Good
	Y1.2	0,801	≥ 0,7	Good
	Y1.3	0,826	≥ 0,7	Good

Some indicators which have factor loading value between 0,6-0,7 are still can use because their factor loading value do not have a big difference.

This was an AVE value and communality from this research :

Table 7. *AVE & Communality*

Variabel	AVE	Critical Value	Evaluation Model
X2	0,590	≥ 0,5	Good
X3	0,524	≥ 0,5	Good
Y1	0,836	≥ 0,5	Good

Table 7 showed that AVE value and communality exceed the critical value so the variable trust (X2), satisfaction (X3), and consumer's loyalty (Y1) is worth to use in this research.

After discuss the convergent validity, next by discussing about discriminant validity by looking the cross loading result in this research. This was the table from cross loading:

Table 8. *Cross Loading*

	Trust (X2)	Satisfaction (X3)	Loyalty (Y1)	Critical Value
X2.1	0,702619	0,512845	0,226255	≥ 0,7
X2.2	0,801026	0,641853	0,661151	≥ 0,7
X2.3	0,826609	0,622108	0,491422	≥ 0,7
X2.4	0,704497	0,536206	0,269470	≥ 0,7
X2.5	0,799163	0,717023	0,366814	≥ 0,7
X3.1	0,399875	0,652708	0,264949	≥ 0,7
X3.2	0,653048	0,818211	0,427418	≥ 0,7
X3.3	0,647140	0,728070	0,417876	≥ 0,7
X3.4	0,628342	0,761241	0,247604	≥ 0,7
X3.5	0,509958	0,659081	0,147046	≥ 0,7
X3.6	0,681702	0,848988	0,339766	≥ 0,7
X3.7	0,540149	0,609188	0,433460	≥ 0,7
X3.8	0,480015	0,682504	0,410657	≥ 0,7
Y1.1	0,514298	0,442816	0,927101	≥ 0,7
Y1.2	0,476042	0,421160	0,919901	≥ 0,7
Y1.3	0,527754	0,443982	0,896282	≥ 0,7

Table 8 showed all indicators value from that three variables exceed the critical value such as, >0,7. Although there are some indicators that have value between 0,6-0,7, that indicators are still can use because the result are not too far.

Then the last test is reliability test such as, cronbanch's alpha, composite reliability, and outer loading. This was an table from cronbanch's alpha and composite reliability:

Table 9. Cronbanch's Alpha & Composite Reliability.

Variabel	Cronbach's A	Composite R	Critical Value	Evaluation Model
Trust (X2)	0,828334	0,877791	≥ 0,7	Baik
Satisfaction (X3)	0,868176	0,897166	≥ 0,7	Baik
Loyalty (Y1)	0,902166	0,938759	≥ 0,7	Baik

Table 9 showed cronbanch's alpha and composite reliability value from that three variables trust (X2), satisfaction (X3), and consumer's loyalty (Y1) have a overvalue from their critical value such as, >0,7 so can be accepted. In reliability test, there is one more measurement that must be displayed such as, outer loading. This was an outer loading from this research:

Table 10. Outer Loading

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/STERR|)
X2.1 <- Trust	0.702619	0.698204	0.062489	0.062489	11.243952
X2.2 <- Trust	0.801026	0.802173	0.030926	0.030926	25.901651
X2.3 <- Trust	0.826609	0.828608	0.03295	0.03295	25.086977
X2.4 <- Trust	0.704497	0.69897	0.057012	0.057012	12.356911
X2.5 <- Trust	0.799163	0.796427	0.039692	0.039692	20.13409
X3.1 <- Satisfaction	0.652708	0.656499	0.091946	0.091946	7.098834
X3.2 <- Satisfaction	0.818211	0.818798	0.033381	0.033381	24.511314
X3.3 <- Satisfaction	0.72807	0.727771	0.042762	0.042762	17.026029
X3.4 <- Satisfaction	0.761241	0.759475	0.038715	0.038715	19.662915
X3.5 <- Satisfaction	0.659081	0.653076	0.068891	0.068891	9.567007
X3.6 <- Satisfaction	0.848988	0.846882	0.025971	0.025971	32.690345
X3.7 <- Satisfaction	0.609188	0.610354	0.058426	0.058426	10.426589
X3.8 <- Satisfaction	0.682504	0.68156	0.065936	0.065936	10.350931
Y1.1 <- Loyalty	0.927101	0.925131	0.021039	0.021039	44.066184
Y1.2 <- Loyalty	0.919901	0.919237	0.016521	0.016521	55.682121
Y1.3 <- Loyalty	0.896282	0.892611	0.033572	0.033572	26.697527

Table 10 showed all t-statistical result from all three reflective variable indicators after do calculate bootstrapping their value is more than 1,96, so all indicators can be used. The third step test is inner model test by looking rule of thumb in table 3. In inner model test will be started with r-square test and the next is effect size f^2 test. These were the test result :

Table 11. R-square

Outer Model				
	Variabel	Composite R	Critical Value	Evaluation Model
R-Square	Satisfaction (X3)	0,725307	≥ 0,75 Strong, ≥ 0,50 Moderate, & ≥ 0,25 Weak)	Strong
	Loyalty (Y1)	0,340662	≥ 0,75 Strong, ≥ 0,50 Moderate, & ≥ 0,25 Weak)	Moderate

Table 11 showed that r-square from satisfaction variable (X3) has a degree of diversity which is explained by consumer's loyalty variable which is strong. The same, the consumer's loyalty variable (Y1) has a degree of diversity which can be explained by three variables CRM (X1), trust (X2), and satisfaction (X3) which are moderate.

After r-square test so the next is effect size f^2 test. The research result can be found in the following table:

Table 12. Effect Size f^2

Variabel	R-Square (included)	R-Square (excluded)	f^2
Effect Size on satisfaction			
CRM (X1)	0,725307	0,636391	0,32369
Trust (X2)	0,725307	0,612313	0,41135
Effect Size on loyalty			
CRM (X1)	0,340662	0,306873	0,05125
trust (X2)	0,340662	0,281064	0,09039

Table 12 showed that CRM variable (X1) has a moderate impact toward satisfaction variable (X3). Trust variable (X2) has a strong impact toward satisfaction variable (X3). The next for CRM variable (X1) and trust (X2) has a weak impact toward consumer's loyalty variable (Y1). The last step that will be done in this SEM-PLS research is hypothesis test. The hypothesis test in this research by looking rule of thumb in table 4. Before explain the estimated coefficient by t-statistical, first will be attached the final structural model in this research such as follows :
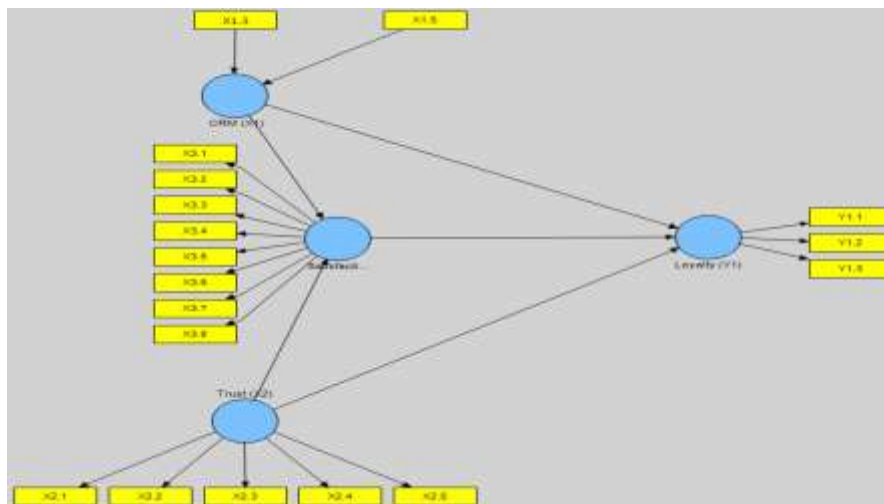
Figure 4. Analytical Model SEM-PLS

Figure 4 showed there are few modification of SEM-PLS analytical model which is found in figure 3. Figure 4 showed there are three indicators which are deleted so the other indicators can get the more maximum result. From the new analytical model so will be showed are the five hypothesis will be accepted or rejected.
This was an estimated coefficient result table by t-statistical:

Table 13. Estimation coefficient point on t-statistic

	Original sample (O)	T-Statistics (|O/STEER|)
CRM➜Satisfaction	0,075587	5,766,523
CRM➜Loyalty	0,118779	2,413,895
Trust➜Satisfaction	0,068667	7,027,488
Trust➜Loyalty	0,112157	3,575,984
Satisfaction➜Loyalty	0,133309	0,497891

Table 13 showed the result from t-statistical of relationship between variables. Table 11 showed there is a hypothesis which the value is under the critical value >1,96 such as, the relationship between satisfaction and consumer's loyalty. Therefore, the hypothesis which are gotten are as follow :

1. There is a significant affect between CRM (Customer Relationship Management) toward consumer's satisfaction (H1 is accepted)
2. There is a significant affect between trust toward consumer's satisfaction (H2 is accepted)
3. There is not a significant affect between satisfaction toward consumer's loyalty (H3 is rejected)
4. There is a significant affect between CRM (Customer Relationship Management) toward consumer's loyalty (H4 is accepted)
5. There is a significant affect between trust toward consumer's loyalty (H5 is accepted)

CONCLUSION AND SUGGESTION
From the research result about "The Influence Of Implication Customer Relationship Management and Trust Toward Satisfaction and Customer Loyalty On Quantum Plastic" can be taken the conclusion as follow :

1. CRM has a positive affect toward satisfaction. There are two indicators which form CRM variable such as, multi-channel integration and performance assessment and that two indicators are highly affect consumer's satisfaction.
2. Trust has a positive affect toward satisfaction. A cooperation between Quantum Plastic and other company is started with trust. When the prospective customer's company was trusted with Quantum Plastic so that prospective customer will try to cooperate with Quantum Plastic. There are five indicators that form trust variable such as, benevolence, reliability, competence, honesty, and openness.
3. Satisfaction does not have positive affect toward consumer's loyalty. At the third hypothesis in this research, the eight indicators such as, value to price relationship, product quality, product feature, reliability, warranty, response to remedy of problems, sales experience, and convenience of acquisition do not make all Quantum Plastic's customer become loyal. That matter is because there are any characteristic differences from research respondent.
4. CRM has a positive affect toward consumer's loyalty. At this fourth hypothesis shows that to reach the highest consumer's loyalty such as advocate so the company can increase two indicators that form CRM variable such as, multi-channel integration and performance assessment.
5. Trust has a positive affect toward consumer's loyalty. The fifth hypothesis shows that to increase the consumer's loyalty in this research, a company can increase performance by looking five indicators from trust variable such as, benevolence, reliability, competence, honesty, and openness.

There are some suggestions that can be given to Quantum Plastic company in increasing company performance such as :

1. CRM (Customer Relationship Management) becomes the most thing that must be noticed from Quantum Plastic company. The implication of CRM (Customer Relationship Management) to all prospective customer nor customer that were had must be orderly better. Be required there is a standard which is made by Quantum Plastic so

CRM can be run maximally so satisfaction and consumer's loyalty can be reached. One of strategy that can be use by the company about CRM is give the best service to customer. Price, service quality, have a fast response in problem solving, minimize the problems which are vilifying the Quantum Plastic. Improvement from that matters can make Quantum Plastic has and run CRM so strongly.

2. Beside CRM variable, trust variable also has a big affect toward satisfaction nor consumer's loyalty. Trust variable must be increased continually by the company so all customers can continually cooperate with Quantum Plastic. There are something that need to be increased by Quantum Plastic so the trust will increase significantly such as, timeliness of delivery, or even faster than which is determined, maintain the product quality to be consistent so customer's trust will increase continually, and honest in running the partnership. When that points are increased so all customer and prospective customer from Quantum Plastic in satisfaction and consumer's loyalty will also increase.

For the next research, there are some suggestions to complete this research or even find a new model, that suggestions are as follow :

1. The research which is done by Victor, *et al* (2015) that becomes a basic in choosing this research analytical model only uses trust variable as independent variable but not consider trust variable as dependent variable. As the research which is done by Kundu & Datta (2014) in their analytical model uses trust as dependent variable, so the obtained result represents that trust variable is affected by service quality so trust variable has a big affect toward satisfaction variable. Next research also can consider trust as dependent variable or function from service quality.

2. The research that can be done for the next can use the other variables include their indicators in analytical model from this research. Some examples which are given by researcher are in looking the loyalty there are some variables that can affect such as, service quality, price, innovation, product quality, etc. The using of other variables is to see is the consumer's loyalty can be affected from variables beside the variables that are inspected at this research.

3. Use the different indicators from the indicators that are used in this research. Is the different indicator that make a different question will make a different result from the different research too. If there is a different so the researcher can get new things in the research which is done.

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