

DETERMINATION OF SERVICE QUALITY IMPROVEMENT WITH CUSTOMER RELATIONSHIP MANAGEMENT (CRM) AT PT. SURYA CEMERLANG LOGISTIK BANDUNG BRANCH

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ABSTRAK

PT. Surya Cemerlang Logistik (SCL) is one of the companies engaged in agency that deals with the delivery and receipt of export and import goods in Indonesia. Submitting complaints from customers that are currently running through related marketing staff and operational documents only when the process of shipping goods takes place. Managers and Directors have difficulty determining service quality improvements based on customer ratings, because the complaints submitted are not in accordance with the existing structure. Based on these problems, to overcome this is to build an Information System to Determine Service Quality Improvement with the Customer Relationship Management (CRM) Approach at PT. SCL with Service Quality and Sequential Elimination by Lexicography methods that can help companies get recommendations to determine service quality improvements. The CRM concept is widely used as a reference in the information industry as a methodology that helps companies manage customer relationships. The aim of CRM itself is to improve service, increase satisfaction, and ensure customer memory by straightening out how to do business with technology integration. In addition, the most important goal of CRM is to retain existing customers and attract new customers. Based on the results of testing, it can be concluded that this system can assist companies in determining service quality improvements in the company based on customer complaints and ratings.

Keywords: Customer Relationship Management (CRM), Service Quality, Complaints, Sequential Elimination by Lexicography, PT. Surya Cemerlang Logistik.

1. INTRODUCTION

PT. Surya Cemerlang Logistik (SCL) is one of the companies engaged in agency that deals with the delivery and receipt of export and import goods

in Indonesia. PT. SCL is based in Jakarta and has 5 branches, namely in Bandung, Semarang, Surabaya, Denpasar and Medan. PT. SCL Provides 5 sub-services, namely, less container loaded (LCL) or can be called group shipping, full container loaded – (FCL), namely shipping one container one shipper or customer, air freight service or shipping by air, custom clearance, namely document handling and customs and warehouse and distribution or warehousing and distribution. Customers from PT. SCL is divided into two types of customers based on shipping destinations namely importers and exporters.

Based on the results of interviews with Ms. Een Sukaenah (Appendix C-1) as the manager of PT. SCL Bandung branch, there have been complaints about service (Appendix C-2), including problems with shipping document data, technical shipments, delivery schedules and service facilities. Submission of complaints from customers that are currently running through the relevant marketing staff and operational documents only when the process of shipping goods takes place, this results in customer complaints not being clearly organized and conveyed to the manager or director. Assessment of customer satisfaction at PT. Surya Cemerlang Logistik Bandung branch (Appendix C-3), shows that customer satisfaction standards are still not optimal, this has resulted in a decrease in the number of customers in the 2015-2017 period. The low quality of service will cause losses to the company, because customers are not satisfied and can move using the services of a competitor company. Based on these problems the company gets a bad assessment in the eyes of the customer, therefore the system for delivering complaints must be corrected in order to improve the quality of service and retain customers.

Managers and Directors also have difficulty determining service quality improvements based on customer ratings, because the complaints submitted are not in accordance with the existing structure. If the service is good enough, the customer will come to use the service again. The quality of service

provided refers to the level of service efficiency in meeting the needs and demands of each customer. New or non-permanent customers will also become regular customers if the existing service is in accordance with what is expected by the customer. Therefore, improving service quality has an important role in achieving customer satisfaction and loyalty.

Based on the description of the problem that has been explained, a Customer Relationship Management information system is needed that can facilitate the Manager or Director in accessing complaints and assessment information from customers regarding company services, besides that it can help as a recommendation to determine the improvement of the company's service quality.

2. RESEARCH CONTENT

2.1 Literature Review

discuss about general reviews about PT. SCL and discussion of various basic concepts regarding Customer Relationship Management Information Systems and other supporting theories related to the topic of software development.

2.1.1 Information Systems

Information system is a collection of sub-systems that are interconnected with each other and work together regularly to achieve one goal, namely managing data to be converted into useful information. Information systems according to Laudon are components that work together and relate to collect, process, store and disseminate information to support decision making, coordination, control, and provide an overview of activities within the company. Information systems according to McKeown are a combination of computers and users who manage data changes into information and store data and information [9].

2.1.2 Customer Relationship Management

The definition of Customer Relationship Management (CRM) according to Buttle [3] is "CRM is the main strategy in business that integrates functions and internal processes with all external networks with the aim of realizing value for target customers profitably". Meanwhile, according to Temporal and Troot [10] argues that "CRM is basically a collaboration with each customer that can create a situation that does not harm one side (win-win situation). The company adds value to the daily lives of each customer, and in return, they give loyalty to the company. In fact, this process is something that relates to each consumer individually. According to Utami [12] the notion of CRM is "An interactive process that transforms customer data into customer loyalty through several activities, namely collecting customer data, then analyzing the data to identify target customers, then developing and implementing CRM projects". Whereas according to Kotler & Keller [5] "Customer Relationship Management is the process

of managing detailed information about each customer and carefully managing all the" touch points "of customers to maximize customer loyalty"

From several opinions that have been conveyed, it can be concluded, Customer Relationship Management (CRM) is a business strategy that connects internal and external processes and functions to increase value and spoil customers and realize a win-win situation through a series of detailed information processing activities about each - each customer with the aim of creating customer loyalty and so as not to turn to competitors.

Types and Levels of Customer Relationship Management consist of:

a. Operational CRM

Operational CRM is known as the company's front office. This part of CRM plays a role in interactions with customers. Operational CRM includes an integrated automation process of all business processes, such as service automation and marketing. One form of implementing operational CRM is a web application. Through the web, a company can provide services efficiently to customers.

b. Analytical CRM

Analytical CRM is known as the company's back office. This CRM component plays a role in understanding customer needs. Analytical CRM is used in carrying out market and customer analysis, such as market trend analysis and analysis of the needs and behavior of customers. The data used in this CRM is data originating from operational CRM.

c. Collaborative CRM

Components of CRM include e-mail, personalized publishing, opportunities, and the like that are designed for interactions between companies and their customers. The core goal is to provide added value and extend customer loyalty to other customers whose loyalty is still not optimal. This CRM also includes awareness or understanding that loyal customers can become a magnet for other customers [4].

In essence, the goal of a company implementing CRM is to increase customer resilience and satisfaction. In general, it can be said that the purpose of each CRM strategy is to improve profitable relationships with customers. The main target of CRM is to increase profits and long-term growth of the company through a better understanding of customer behavior [4]. Among the other objectives of CRM are:

- a. Knowing customer needs in the future,
- b. Helping companies to improve services provided to customers,
- c. Get new customers,
- d. Knowing the improvements needed by the company in order to satisfy customers,
- e. Able to analyze customer behavior,

f. Increase profits by reducing costs incurred in order to get new customers because with CRM companies can hold old customers to stay loyal to the company.

CRM as a system in the company is expected to provide greater benefits for the company in achieving company goals.

The main benefits of CRM include:

a. Encourage customer loyalty

CRM applications are used by companies to utilize important information about customers. With the consistency and ease of accessing and receiving information, the service department will be able to provide better services to customers by utilizing various important information about these customers.

b. Reducing costs

With the implementation of CRM, service to customers has a specific and focused information flow, and by providing the right service to customers at the right time. Thus, the costs incurred by the company will be optimal and not wasted.

c. Improve operational efficiency

The ease of the service process will reduce the risk of falling service quality and reduce the cash flow burden.

d. Increased time to market

The application of CRM can be used by companies to obtain information about customers such as data on purchasing trends by customers that can be used by companies in determining the right time in marketing a product.

e. Increased revenue

As already stated, the right implementation of CRM will increase customer loyalty, reduce costs, and improve operational efficiency [4].

2.1.3 Complaint Management

Complaint management is planning, organizing, implementing and controlling feelings of dissatisfaction with services that can affect customers so that with limited resources in the business goals and objectives can be achieved effectively and efficiently. Customer complaint management can be interpreted as a process carried out by the organization to handle, manage, respond and report consumer complaints. The system is designed to be able to track complaints and track trends in complaints recorded in the customer complaints process.

2.1.4 Service Quality

Service Quality is a dynamic situation that is closely related to human resources, services, products, and processes and environments that can meet or even exceed the expected service quality. According to Tjiptono, the definition of service quality is an effort to meet needs coupled with customer desires and the accuracy of delivery

methods in order to meet customer expectations and satisfaction [11].

2.1.5 Sequential Elimination by Lexicography

The Sequential Elimination by Lexicography method is a method that uses the virtues of individual attributes. This method asks users to sort variables or attributes according to the level of importance (priority scale). This method does not demand much more than weighting because the attributes that are made are ranked which is more important than emphasizing the weight.

Before the data is sorted, first the maximum or minimum value is searched depending on what we will sort, whether it is profit-based or cost-based. If it is profit-based, the greater the value, means the greater the profit gained. Conversely, if it is cost-based, the greater the value means the smaller the costs required. The mathematical model for calculating profit-based alternative values / ratings can be seen in Equation (a).

$$V_{ij} = \frac{x_{ij}}{\text{Max}(x_{ij})} \dots\dots\dots(a)$$

Information :

X = Criteria data to be calculated

i = Position criteria

j = Alternative position

V_{ij} = jth alternative value based on i-criteria

2.1.6 Model Kualitas Pelayanan

The service quality model (service) that is widely used until now and is widely used as a reference in management research and service marketing is the SERVQUAL model (short for service quality) developed by Parasuraman, Zeithaml, and Berry (1985, 1988, 1990, 1991, 1993, 1994) in a series of their studies of six service sectors. The servqual conceptual model can be seen in Figure 1 as follows:

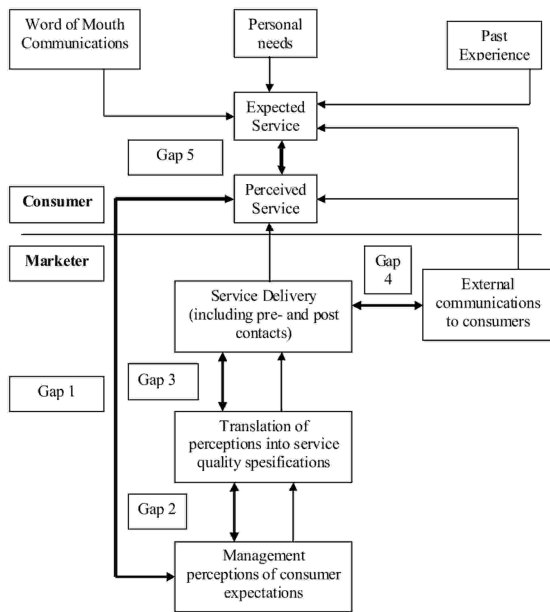


Figure 1

2.1.7 Questionnaire

Questionnaires are instruments for data collection, where respondents fill in questions or statements given by researchers. Researchers can use questionnaires to obtain data related to the thoughts, feelings, attitudes, beliefs, values, perceptions, personalities and behaviors of the respondents. In other words, researchers can measure various characteristics using a questionnaire.

2.2 Problem Analysis

Problem analysis is an assumption of the problem that will be described in the procedure. From the results of the research conducted a problem was found:

- Director Difficulties in determining service quality improvements because they do not know customer expectations and perceptions of service from the company.
- Director Difficulties in determining service quality improvement based on customer complaints.

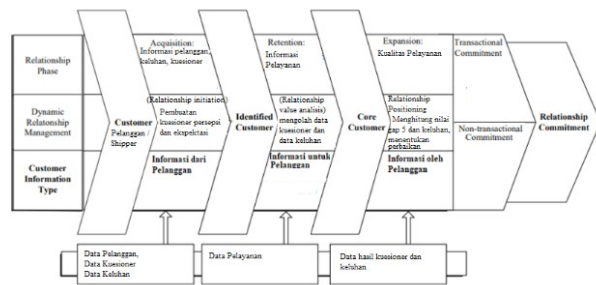
2.3 Analysis of Framework of Dynamic CRM

In a CRM system that will be built a framework is needed as a reference so that CRM features can be built quickly and precisely. The framework is a framework for presenting the phase & maturity of corporate relations with its customers. The framework that will be built is the Framework of Dynamic CRM PT. SCL can be seen in Figure 2.

Figure 2

2.3.1 Relationship Phase

It is described that the CRM phase in a framework is a series of Acquisition-Retention-Expansion processes. As an integrated CRM



framework based on the types of information about the company, available services and others.

a. Acquisition Phase

This phase is implemented in the acquire process. The Acquisition Phase is the stage where the company tries to get to know its customers more by inputting customer data, customer input, questionnaires, and complaints. Input customer data, questionnaires and complaints made by customers themselves. The director can find out how many customers have filled out questionnaires or complaints about improving service quality.

b. Retention Phase

Retention phase is the stage where the company delivers information to customers. This phase is implemented in the enhance process. Information obtained by customers includes general company information and information on service types.

c. Expansion phase

The Expansion phase is implemented at the retain stage, this phase is the phase where the company gets information from customers which can then be used to help make strategies in determining the improvement of the company's service quality. In this phase customers can input the service quality questionnaire answers. The questionnaire data is then analyzed to get which service quality categories need improvement or not. From the questionnaire and complaints data, the Director can access data based on the specified timeframe.

2.3.2 Dynamic Relationship Management

The process carried out to achieve commitment with customers focuses on the Dynamic Relationship Management stage. The stages of Dynamic Relationship Management are as follows.

a. Relationship Initiation

At this stage the relationship with the customer, the company records the customer. Relationship with customers is to prepare data needed for the process of determining service improvements. The data used in this study are service quality questionnaire data and customer complaint data.

b. Relationship Value Analysis - Service Quality Method

At this stage the analysis process is carried out to determine the improvement of service quality

from available questionnaire data. The types of service improvement recommendations provided based on questionnaires are seen from the range values between customer perceptions and customer expectations (Gap5). In determining the improvement analysis using the servqual method, where the method is used to calculate the difference between customer perceptions and expectations of service quality. The following stages of the analysis determine the improvement of service quality using

- servqual method in F igure 3.

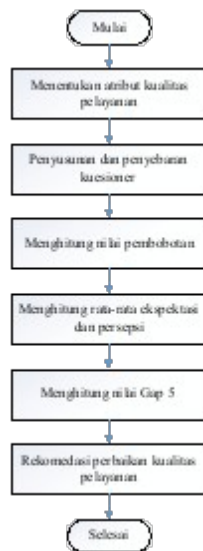


Figure 3

- Me Determine service quality attributes

Determination of service quality attributes is done by aligning the service elements of the service quality questionnaire that has been done at PT. SCL (Appendix C-4) into five dimensions of service quality from Service Quality, while the elements of service quality attributes that have been harmonized can be seen in table 1.

Table 1

Dimensi Servqual	Var	Atribut Kualitas Pelayanan
Tangibles	U1	Penampilan petugas saat melayani terlihat rapi
	U2	Lokasi/ tempat yang nyaman, strategis untuk melakukan pelayanan
	U3	Ruang tunggu pelayanan nyaman dan rapi
	U4	Trucking/ container pemuat barang dalam kondisi yang bersih
	U5	Tempat parkir konsumen luas & memadai
	U6	Tersedianya personil security dan office boy sebagai tambahan layanan
	U7	Alat bantu yang lengkap dalam pelayanan
Empathy	U8	Mendahulukan kepentingan pelanggan
	U9	Petugas melayani dengan sikap ramah
	U10	Petugas melayani dengan sopan dan santun
	U11	Petugas melayani dengan tidak diskriminatif (membedakan)
	U12	Petugas melayani dan menghargai setiap pelanggan
Responsiveness	U13	Merespon setiap pelanggan yang ingin mendapatkan pelayanan
	U14	Petugas melakukan pelayanan dengan cepat
	U15	Petugas melakukan pelayanan dengan tepat
	U16	Petugas melakukan pelayanan dengan cermat
	U17	Petugas melakukan pelayanan dengan waktu yang tepat
	U18	Semua keluhan pelanggan direspon oleh petugas
Reliability	U19	Kehandalan petugas dalam melayani
	U20	Memiliki standar pelayanan yang jelas
	U21	Kemampuan dan keahlian petugas menggunakan alat bantu dalam proses pelayanan
	U22	Petugas melayani dengan tepat & akurat
	U23	Kemudahan akses permohonan layanan
Empathy	U24	Petugas memberikan jaminan keamanan
	U25	Petugas memberikan jaminan biaya dalam pelayanan
	U26	Petugas memberikan jaminan legalitas dan kerahasiaan dalam pelayanan
	U27	Petugas memberikan jaminan kepastian biaya dalam transaksi

- Penyusunan dan penyebaran kuesioner

Questionnaires will be formed based on questionnaire criteria from service elements to carry out service quality surveys at PT. Surya Cemerlang

Var	Pernyataan
V1	Tempat / lokasi strategis, bersih dan nyaman (T1)
V2	Penampilan karyawan rapih (T2)
V3	Truk / kontainer dalam kondisi baik (T3)
V4	Tersedia tempat parkir memadai (T4)
V5	Alat bantu pelayanan cukup lengkap(T5)
V6	Variasi Jenis transportasi pengiriman (darat, laut dan udara) (R1)
V7	Tepat waktu dalam proses pelayanan dan pengiriman (R2)
V8	Kesesuaian harga pengiriman yang wajar dan bersaing (R3)
V9	Tujuan pengiriman yang luas (R4)
V10	Macam-macam jenis pelayanan (LCL, FCL, Kepabeanan, Pergudangan dan Trucking) (R5)
V11	Cepat tanggap atas keluhan dan dalam pelayanan (RES 1)
V12	Karyawan mampu memberikan informasi layanan dengan baik (RES2)
V13	Jaminan keamanan dari setiap kehilangan atau kerusakan barang yang terjadi (A1)
V14	Jaminan Kesesuaian Biaya dan pengurusan dokumen pengiriman (kepabeanan) (A2)
V15	Karyawan melayani dengan ramah dan sopan (E1)
V16	Kesediaan karyawan memberikan informasi masalah (keterlambatan atau dokumen) (E2)
V17	Tersedianya Tempat kritik dan saran (E3)

Logistik based on five servqual dimensions, namely, in table 1.

In preparing this questionnaire, questionnaires from the service elements carried out a survey of service quality at PT. Surya Cemerlang Logistik, which has criteria for interconnected service elements, will be classified into one questionnaire statement. Then there is a new questionnaire statement formed, which refers to the Service Quality method.

Each of these questionnaire statements is given appropriate variable values from the servqual dimensions and from the sequence of questionnaire statements. The questionnaire can be seen in table 2.

Table 2

Dimensi	Var	Atribut Kualitas Pelayanan
Tangibles	T1	Tempat / lokasi strategis, bersih dan nyaman (U2)
	T2	Penampilan karyawan rapih(U1)
	T3	Truk / kontainer dalam kondisi baik(U4)
	T4	Tersedia tempat parkir memadai(U5)
	T5	Alat bantu pelayanan cukup lengkap(U7)
Reliability	R1	Variasi jenis transportasi pengiriman (darat, laut dan udara) (U20)
	R2	Tepat waktu dalam proses pelayanan dan pengiriman(U22)
	R3	Kesesuaian harga pengiriman yang wajar dan bersaing(U22)
	R4	Tujuan pengiriman yang luas(U20)
	R5	Macam-macam jenis pelayanan (LCL, FCL, Kepabeanan, Pergudangan dan Truking) (U20)
Responsiveness	RES1	Cepat tanggap atas keluhan dan dalam pelayanan(U13-18)
	RES2	Karyawan mampu memberikan informasi layanan dengan baik(U13-18)
Assurance	A1	Jaminan keamanan dari setiap kehilangan atau kerusakan barang yang terjadi(U24)
	A2	Jaminan Kesesuaian Biaya dan pengurusan dokumen pengiriman (kepabeanan) (U25) (U26) (U27)
Empathy	E1	Karyawan melayani dengan ramah dan sopan(U9)(U10)(U11)
	E2	Kesediaan karyawan memberikan informasi masalah (keterlambatan atau dokumen) (U12)(U8)
	E3	Tersedianya Tempat kritik dan saran

From the results of determining the attributes that have been formed based on the five dimensions will be arranged into a preliminary questionnaire consisting of service attributes with variables V1 to V17 which are variables from the questionnaire with servqual dimensions in table 2 which are rearranged as preliminary questionnaires in table 3.

Table 3

The results of the preparation of this questionnaire (Appendix C-5) were then distributed to 30 export customers at PT. SCL Bandung branch using a Likert scale. The questionnaire distributed consisted of two questionnaires namely:

- Perception questionnaire

Questionnaires on service perceptions are formed from the preparation of preliminary questionnaires to measure the level of customer perceptions of the services actually received. Variables P1 to P17 are variables from the order of perception questionnaire statements from table 3

- Expectation Questionnaire

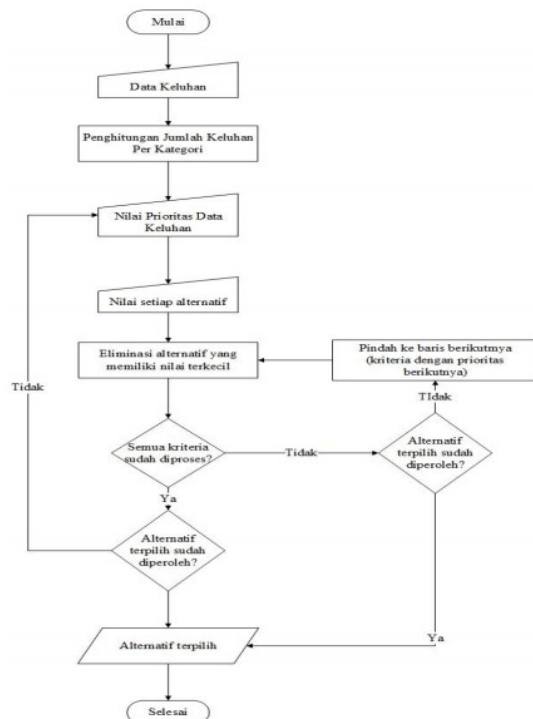
Questionnaires on service expectations are formed from the preparation of preliminary questionnaires to measure the level of customer expectations for services to be received. Variables

E1 to E17 are variables from the order of expectation questionnaire statements from table 3.

c. Results of Gap5 Calculation

The calculation results show that the value of gap 5 (Q) on the attributes of the service shows, the greater the negative value

Atribut Pelayanan	Ekspektasi bobot (NPE)
V1	121
V2	113
V3	118
V4	117
V5	110
V6	115
V7	117
V8	118
V9	118
V10	119
V11	117
V12	120
V13	126
V14	119
V15	120
V16	125
V17	122



of gap 5 (Q) resulting from

this Servqual calculation, the better the quality of the service. Conversely, if the gap 5 value is close to zero or positive, the better the quality of the service. Based on all these calculations, it can be obtained a gap value of 5 for all service element attributes on export service quality (Appendix C-7) can be seen in table 4.

Table 4

d. Repair Recommendations

In giving recommendations, recommendations for improving service quality on exports or imports are prioritized on service elements that have the greatest negative 5 gap value. The suggestion contains that every element of service that has the biggest negative gap value must be evaluated, improved, and improved so that it fits the customer's expectations and needs. The following is an example of giving recommendations on improving service quality in export services from table 4.

It is known that the biggest 5 negative gap in the export service is -0.5 in V7. Attribute V7 which is about the statement "Right on time in the process of service and delivery".

So the suggestion to improve service quality on Export services is:

The Service Element on waktu Right on time in the service and delivery process 'must be evaluated, corrected, and improved to fit the customer's expectations and needs.

In data processing the import service questionnaire carried out the same steps as the export service.

- Metode Sequential Elimination by Lexicography.

This method aims to change the complaint data into information that can help the Director in determining a strategy to improve service at PT. Surya Cemerlang Logistik. Complaint segmentation is done using Sequential Elimination by Lexicography. This method has the final output to give priority to complaint segmentation based on the category of complaints, the flow of this method can be seen in Figure 4.

Figure 4

a. Complaint Data

The initial stage in the analysis of determining improvements is the existence of input from complaints data that exist at PT Surya Cemerlang Logistik. The complaints data will be counted the number per category, then it will determine which complaint data needs the most improvement. Submitting complaints that are currently being carried out in the company is still a direct way to the relevant operational and marketing documents, so there is no written evidence of customer complaint data. Based on these problems, the researcher with the company categorizes complaints into six categories based on existing complaints (Appendix C-2) assuming complaints data that exist in the company for one year.

b. Calculation of number of complaints per category

Complaint data entered by the customer will be reprocessed into information containing a summary of the number of complaints submitted to the company based on the type of similarity in the category. Table 3.9 shows the results of the recapitulation of complaints data that exist in the company.

c. Determination of priority values

Determination of the range of priority scale is done to find out which category has the highest priority scale. Priority scaling is arranged as many criteria as consideration for decision making. Next is the range of priority scales to be applied is 1 to 4 representing the rating of:

- Very important
- Important
- Not too important
- Not important

d. Determination of alternative variables and values

Determination of variables is used to perform calculations in determining priority values based on customer complaint data. Priority values are determined based on the customer complaint category variable.

- e. Elimination of alternatives that have the smallest value

After calculating all alternative values based on the complaint category, the alternative value will be compared with other alternative values. Complaint categories that have small alternative values will be eliminated. Based on existing complaints recapitulation data, alternative values of each category are obtained in Table 5.

Table 5

No	Variabel	Jumlah	Nilai Alternatif
1	Pengiriman tidak sesuai jadwal	6	0,6
2	Keterlambatan Invoice	8	0,8
3	Keterlambatan dokumen	10	1
4	Penetapan harga	1	0,1
5	Kondisi ketersediaan fasilitas	2	0,2
6	Lain-lain	3	0,3

f. Selected alternatives

The chosen alternative is information that contains the priority of the complaints that the customers complain about the most. Elimination Sequential by Lexicography will sort ranking from complaint data when all data calculation processes are complete. Ranking information is displayed according to the priority value specified in stage c Priority Scale Determination. Table 6 is the final result of calculations using the Sequential Elimination by Lexicography technique based on Table 5.

Tabel 6

No	Variabel	Jumlah	Nilai Alternatif
1	Keterlambatan dokumen	10	1
2	Keterlambatan Invoice	8	0,8
3	Pengiriman tidak sesuai jadwal	6	0,6
4	Lain-lain	3	0,3

Based on the results of Table 6, it can be concluded that the results of this calculation can be seen in Table 7.

No	Variabel	Nilai Alternatif	Tingkatan
1	Keterlambatan dokumen	1	Sangat Penting
2	Keterlambatan Invoice	0,8	Penting
3	Pengiriman tidak sesuai jadwal	0,6	Kurang Penting
4	Lain-lain	0,3	Tidak Penting

Table 7

The final conclusion is based on the results of the calculation of complaints, the services that must take precedence, namely in the category of document delays, from which the company must improve service in improving document delays so that not many complain about document delays.

a. Relationship Positioning

After the gap 5 analysis process was carried out with the service quality method and complaint analysis with the Sequential Elimination by Lexicography method, there will be conclusions of information about the gap value of 5 service attributes that show the level of service quality and ranking of service categories that are needed based on complaints. Information on recommendations for improvement of the lowest service level, namely services that have the largest negative gap value that

needs to be improved and ranking values based on complaints. Based on the complaint analysis, the results of sequential elimination show the level of priority values to prioritize service improvements.

3. CLOSING

In this section discuss the conclusions that have been obtained from the results of analysis and design, and suggestions regarding application development for the future.

Based on the results of tests and discussions that have been made, the conclusions can be drawn as follows:

- • Determination of service quality improvement with CRM approach can help directors and managers in determining service quality improvements based on the number of customer complaints and the results of service questionnaires also improve good relations with customers to retain customers.

Based on the results that have been achieved in building a determination of service quality improvement with the customer relationship management (CRM) approach at PT. Surya Cemerlang Logistik Bandung branch, things that are expected in the future in further development include:

- Recommendations for improving service quality based on the questionnaire were made more detailed for each item in the questionnaire statement.
- The number of questionnaires is better reduced or made more dense.
- Developed by adding an e-mail or sms gateway feature to facilitate customers in filing complaints and filling out questionnaires.

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