

CUSTOMER RELATIONSHIP MANAGEMENT THROUGH MAINTENANCE REMINDER APPOINTMENT AT AUTO2000 MANYAR WORKSHOP

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ABSTRAK

In improving relationships with customers through after-sales service, the Auto2000 Manyar company prioritizes satisfaction and continues to strive to build good communication, so as to create loyalty in its customers. Maintenance reminder appointment employees are required to attract customers to book service. The number of busy car owners, making car maintenance often neglected. This phenomenon affects the number of cars that come for routine service at the Auto2000 Manyar workshop. The behavior of these consumers can also reduce the quality of the car and can even cause the car to be seriously damaged. Therefore, it is necessary to have a reminder via telephone to remind car owners to regularly carry out regular maintenance and replacement of spare parts at the workshop. In this study, the strategy used by MRA employees is to build communication via telephone, by reminding customers about routine services carried out every six months, offering service bookings, informing promos and benefits provided if customers perform routine service at authorized workshops, the conclusion is that by doing customer relationship management appropriately via telephone is proven to create good service quality and increased customer loyalty. The purpose of this study focuses on after-sales service, namely the role of MRA employees who are tasked with creating customer loyalty so that they can increase unit entry by reminding customer service schedules and strategies for building communication relationships with customers via telephone. This research is descriptive research with qualitative methods. The subject of this research is Maintenance Reminder Appointment employees, valley, primary data collection using interview and observation techniques.

Keyword: *Customer, Relationship, Maintenance, Reminder, Appointment*

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INTRODUCTION

One of the largest car companies in Indonesia is Toyota Auto2000, Toyota Auto2000 Manyar is a network of repair services and spare parts supply. To provide complete satisfaction and ensure the comfort of driving, Toyota, Auto2000 Manyar opened an after-sales service network. Auto2000 Manyar workshops are equipped with Toyota standard facilities that prioritize customer satisfaction in their services, Auto2000 Manyar wants to always provide sales, maintenance, services that are easy, close and warm and reliable, to every Auto2000 Manyar customer. Some of Auto2000 Manyar's products and services such as THS (Toyota Home Service) Express Maintenance (periodic service only one hour). Booking Service reflects Auto2000 Manyar's high attention to its customers.

Efforts to retain customers must get a greater priority than getting new customers (Arie & diah, 2022). In this case, the company must be able to carry out various activities in order to face or meet the demands and changes in the company's environment. For this reason, companies need to create satisfaction in order to create customer loyalty. (Friska, Sabinus, 2023) Loyalty is a situation that is highly expected by marketers, where consumers are satisfied with the product or service provider manufacturer so that consumers will consistently make repeat purchases. Building relationships with customers involves all elements, there are several employees who are focused, this management is done by the MRA (Maintenance Reminder Appoitment) section as a seller or marketing, reminder and consumer relations coordinator. The problem faced by the Auto2000 Manyar company is in adding car booking units so that they want to do service at the Auto2000 Manyar workshop. But in reality there are many consumers who forget, are busy, underestimate the routine service schedule every 6 months to carry out service and replacement of spare parts.

In this case, an MRA has a standard operating procedure in managing interactions with customers. According to (Amanda & Santi, 2023) Standard operating procedures are a tool that can reduce the risk of errors in the production process and minimize errors in work. One way to provide satisfactory service is to provide Booking Service. Previous studies have conducted research on customer loyalty which is determined by service quality, it can be seen from research (Nugraha & Nuryadin 2019). After-sales service is

based on the needs, desires, and demands of consumers. By paying attention to the quality of services provided to consumers, it is hoped that the company can provide value, satisfaction, and quality in accordance with what consumers want. Thus the company can create long-term relationships with consumers, the creation of loyalty is based on the quality of service provided by Auto2000 Manyar to continue to provide the best for its customers. the company has a positive relationship with loyalty In line with what is done by Auto2000 Manyar, the research is applied through various services that have been made by Auto2000 Manyar in order to create a deeper relationship between the company and consumers so that consumers do not move to other brands or companies.

Based on this background, the purpose of this research is to find out the Maintenance Reminder Appoitment strategy in building relationships with Auto2000 Manyar customers by implementing customer relationship management strategies, in providing convenience to its customers in order to create customer loyalty which has an impact on increasing toyota car units that book services at the Auto2000 Manyar workshop.

LITERATURE REVIEW

Maintenance Reminder Appoitment

Maintenance Reminder Appoitment is the activity of reminding and inviting customers to perform periodic service at authorized Toyota workshops. The purpose and activity of Maintenance Reminder Appoitment is to promote and increase periodic service units, increase workshop entry units, increase customer satisfaction, promote workshop programs to customers. Responsible for serving customer needs via telephone and Via astra word workshop.

Serving customers, namely receiving appointment (booking) reminder customers and 3 day follow up, with the method of reconfirmation to customers Make a service booking. Maintenance Reminder Appoitment will offer customers to make a service booking, with the service booking the workshop can prepare the availability of existing spare parts, provided that if the customer comes to service automatically the customer will not queue long and immediately do the service. Reminder is a message that helps

someone to remind something reminders can be more useful when contextual information is used to present information at the right time (Asututy, et al, 2019).

Customer Relationship Management

Customer Relationship Management (CRM) is an activity, effort and strategy that involves all resources to establish, manage and maintain relationships with existing customers, to find out the needs and desires of customers. Customer Relationship Management (CRM) is a sales, marketing and service strategy using information technology through a customer-centered business philosophy and culture, so that the business process process becomes more effective (Nadia, et al, 2022).

Customer Relationship Management has a very important role in building good relationships with customers and competing in increasingly tight market conditions. In the context of web-based agricultural product sales, the application of CRM can help sellers understand customer needs, know customer information, and provide the best service. CRM can also help in increasing customer loyalty, strengthening relationships with customers, and expanding market reach by promoting products that suit the needs of customers. CRM is a company strategy used to pamper customers so that they do not turn to competitors (Syabania & Rosmawarni, 2021). With the application of CRM, companies strive to understand customers deeply, both through collecting customer data and direct interaction. The collected customer data can be used for customer segmentation, personalization of communications and offers, and development of effective marketing strategies. In addition, customer loyalty and satisfaction. Interaction with customers is also an important part of CRM, where companies must maintain good communication, provide responsive service, and respond quickly to customer needs (Zahro & Prabawani, 2018).

By implementing CRM, companies strive to understand customers in depth, both through collecting customer data and direct interactions. Collected customer data can be used for customer segmentation, personalization of communications and offers, and development of effective marketing strategies. Apart from that, customer loyalty and satisfaction. Interactions with customers are also an important part of CRM, where companies must

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With the implementation of CRM, companies strive to understand customers deeply, both through customer data collection and direct interaction. The collected customer data can be used for customer segmentation and communication and offers, as well as the development of effective marketing strategies. In addition, customer loyalty and satisfaction. Interaction with customers is also an important part of CRM, where companies must maintain good communication, provide fast service and respond quickly to customer needs.

METHOD

In this study the authors used qualitative methods. Qualitative research is a process of research and understanding based on observations of social phenomena and human problems. In this case, researchers explain the situation, report in detail the perceptions of informants, and conduct studies of actual situations (Arkandito, 2019). Qualitative descriptive research is research that aims to understand a phenomenon about what the research subject experiences (Hanifah, 2018).

While the research method used is descriptive, which is a method that is carried out to describe a phenomenon systematically, accurately, and accurately and relates between the phenomena being investigated (Rukajat, 2018). Data collection techniques in this study are using, direct observation, interviews and documentation. Interviews were conducted directly with MRA employees. This research model is the best model in collecting original data to describe the population. The first thing to do is to collect data data that intersects with the topic discussed in the form of books, previous research journals that will be used as materials and reference sources to obtain a theoretical basis and how to analyze data. This research model is the best model in data collection.

Research location in data collection was conducted at PT Astra International Tbk. Toyota Auto2000 Manyar, Jl. Raya Manyar No.KM 24, Tenger, Manyarejo, Kec. Manyar, Gresik Regency, East Java 61151 and requires a research time of 5 (five) months. Data analysis techniques using observation, interviews and documentation, according to Miles and

huberman, analysis activities consist of a stream of activities that occur simultaneously, namely data collection, drawing conclusions / verification. Occurring simultaneously means data reduction, data presentation and conclusion drawing Fadli (2021).

a. Data collection

The data collection method in this study uses direct observation, interviews and documentation, researchers obtain data regarding the role of MRA in building relationships with customers to increase toyota car booking units at auto2000 Manyar.

b. Data reduction

Data reduction is a form of analysis that sharpens, and categorizes, directs and eliminates unnecessary data and organizes data in such a way that in the end conclusions can be drawn and actions taken.

c. Data presentation

After reducing the data, the researcher then presents the data which is a collection of information that can provide conclusions and take action.

d. Drawing conclusions Next, the researcher makes conclusions related to the role of MRA in building relationships with customers who are presented in the form of descriptive text.

RESULTS AND DISCUSSION

After the data collection and reduction process is carried out, the results of the maintenance reminder activity carried out by Toyota employees at the Manyar branch of the Auto2000 workshop can be presented, namely reminding and inviting customers to carry out periodic services at authorized Toyota workshops. MRA employees also play an important role in building relationships with customers to perform services at authorized Auto2000 Manyar workshops. Booking Service is a service that makes it easy for customers to arrange service arrivals to authorized workshops so that they can shorten the time of the long queue.

Analysis of the application of CRM (Customer Relationship Management) strategy

CRM according to Teknovidia (2023) is one of the important aspects in the sustainability of a business. With CRM being able to provide convenience in company management in

the form of monitoring sales activities and getting information about how these customers behave. The CRM carried out by the Auto2000 Manyar company in various fields is as follows. The following are the stages of following up the Auto2000 Manyar workshop customers in carrying out their duties when contacting customers, namely:

1. The strategy carried out by MRA when following up and reminding customers, the first thing to do is to give a welcome and ask for customer time, after the customer picks up the phone here say good morning or good afternoon and ask for customer time.
2. Confirming customer data as well as data from customers, namely by ensuring the name, address of the vehicle owner, and car information such as vehicle type, year and vehicle police number, frame number and address if the license plate has changed, we will update the data so that the data owned by the company will continue to be updated.
3. Informing that the customer's vehicle is about periodic service. Reminding that the customer's vehicle has entered the time to do periodic service, customer data that has entered the time to do periodic service is known from the car history or car history, we usually see it from the information on the time and km of the last periodic service, so every six months must be serviced, because if it is not serviced regularly per six months the promo regarding free services cannot be used, aka forfeited.
4. Informing about the Benefits and Advantages of Performing Periodic Servicing at Toyota Workshop. In increasing customers' interest to have their vehicles serviced at Toyota Manyar workshop, the communication strategy carried out by MRA employees informs customers about the benefits and advantages obtained by customers when performing periodic servicing at an authorized Toyota workshop. By doing periodic servicing at Toyota workshops, it will make the condition of the vehicle safe and excellent, for traveling much safer and avoiding heavy damage due to diligent maintenance.
5. Auto2000 Manyar also provides a 3-year service warranty and a 15-day after service warranty. Informing customers about the advantages of doing periodic service at Toyota workshops, namely that the parts sold are original Toyota products, and if there are problems or problems, they can be returned to Toyota, then we also use sophisticated work tools, certified technicians who have done trainings. Based on the CRM strategy

carried out by the Auto2000 Manyar company in retaining customers, the company seeks to prioritize solutions to consumer problems, this is done to increase car units that make reservations at the Auto2000 Manyar workshop.

6. Provide services that exceed customer expectations so that there will be a sense of trust and reuse products or services. As well as a target for customers who are already loyal to be even more loyal or maintain their loyalty, and target new customers to become loyal. Through optimal care and service. For example, with the existence of after service sales in the form of following up customers who have been serviced for 3 days to ensure that the obstacles have been resolved properly and the customer is satisfied with the services provided, if it is still unresolved then it will be given a warranty, besides that there is also a pick-up program such as Toyota Home Service by picking up vehicles or servicing directly at home, as well as programs to remind periodic service schedules and follow up customers who have been serviced to find out whether the obstacles are resolved or not and find out customer satisfaction. As well as providing attractive promos for customers who book a service in advance

CONCLUSION

Based on the results of research conducted by researchers, it can be concluded that in an effort to increase car units to service at Auto2000 Manyar, through customer relationship management with maintenance reminder appointment employees, the company strives to provide the best service, the role of maintenance reminder appointment has proven successful in creating customer loyalty so that it can increase vehicle units by reminding customer service schedules and using strategies to build communication relationships with customers via telephone such as greeting customers by reminding service schedules, providing service booking services meaning that if the customer first books then the customer will automatically be prioritized. Maximizing services by providing problem solutions such as the Toyota Home Service program information about promos, with these customer relationship management activities proven to affect customer satisfaction will affect customer loyalty Auto2000 Manyar.

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