Distinctive Strategy In Building Store Loyalty, Customer Satisfaction and Costumer Retention: An Analyze of Customer Relationship Marketing Implementation

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Abstrak

Customer Relationship Marketing (CRM) is one of the methods that mearketers often use for customer retention. With the application of CRM, the data mining consists of costumer's need and itention becomes clearer. That way, the service provider is able to serve the costumer better since they have already understood the needs and characteristics of the costumer. Besides thet, this reaserch also seeks for costumer satisfaction influence toward store loyalty and costumer retention.

The previous research done in Focus Group Discussion (FGD) and in-depth interview with six respondents are the basic stage for construct validation. The data from 129 respondents were taken using convenience sampling. Structural equation modelling with LISREL 8.7 is used to analyse the model. From the analyse, it could be identified thet the application of CRM significantly influences customer satisfaction. However, the application of CRM does not significantly influences customer loyalty or customer retention. Fuerthermore, customer satisfaction influences customer loyalty. On the other hand, customer loyalty influences customerretention. The data also shows that customer satisfaction does not significantly influences customr retention.

The marketing implication of this research in marketers have to create the application of CRM innovatively so that a distinctive strategy in building store loyalty, customer satisfaction, and customer retention can emerge, hence a sustainable competitive advantage can be achieved. Marketers have to emphasize on the precise implementation strategy about how to make customers get satisfied and loyal through the appropriate application of CRM.