The Role of Electronic Customer Relationship Management (E-CRM) In Improving Service Quality

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Abstract. Electronic Customer Relationship Management (E-CRM) is one of business concepts and technology that supported by information systems to integrate all of business processes that customer interacted. The most common E-CRM implementation in hotel industry is website. This research is to know the role of E-CRM to improve service quality, describe the implementation of E-CRM, understand the guest service procedure in, and to know the service quality through E-CRM in Prama Grand Preanger Bandung. The role of E-CRM by giving understandable information quality through two languages, ease of navigation, consumer service quality, fulfilling guests request, integrated marketing channels, online community through social media, giving guests rewards, personalization levels, and site security. Prama Grand Preanger Bandungs ECRM applies compatible with common information, alternative contact, membership, automatic e-mail, and instructions for new guest. Service is done by giving informations about room reservation, payment method, and transaction security. Service quality through E-CRM is generaly acceptable by hotel guests because of the ease in getting information and room reservation.

Keyword : E-CRM, Hotel Industry, Service Quality, Website

1. Introduction
Tourism in Indonesia is experiencing growth, the number of foreign tourist arrivals and domestic tourist trips is rising. although the number of foreign tourist arrivals to Indonesia in April 2019 decreased by 2.74% compared to April 2018 (bps.go.id, 2020) but cumulatively (January - April 2019) the number of foreign tourist arrivals to Indonesia reached 5.12 million visits or up 3.22% compared to the number of foreign tourists visiting the same period in 2018, which amounted to 4.96 million visits. The increase in tourist arrivals has an effect on the increasing need for accommodation. Room Occupancy Rate (TPK) of starred hotels in Indonesia has increased by 1.02 points compared to April 2018 (bps.go.id, 202). The hotel business opportunity attracts many international hotel chain investors and domestic investors. The hotel as a temporary place to stay overnight for guests certainly has a system in selling its products. The main product in the hotel business is rooms. Guests who plan to stay at the hotel must first make a reservation or reserve a room. This booking can be done by coming directly to the hotel or through communication media such as telephone, and internet media such as websites or online travel agents. These media are also useful for companies to establish relationships with customers. There are various ways to be done to establish relationships with customers including providing optimal service, knowing customer desire information, and good communication skills with customers. Good management or commonly called Customer Relationship Management is required to establish good relationship with the customers.

According to Kotler and Armstrong (Kotler & Armstrong, 2010), CRM is the process of building and delivering products that are very valuable to consumers so that consumers become satisfied.

Customer Relationship Management (CRM) is a business approach based on managing relationships or relationships with customers. CRM is focused on what customers judge more than on products that companies want to sell. Through the implementation of CRM, the company is expected to be able to build communication and good relationships with its customers so that in producing a product the company does...
not only sell and market a product of good quality or competitive prices but also can fulfill the wants and needs of consumers. (K Imasari, KK Nursalin, 2011)

As time goes by, Customer Relationship Management experienced growth. The growth of CRM was followed by the development of information technology in today's society. Customer Relationship Management, which formerly managed customer relations by meeting person directly, can now be done through electronic media or called Electronic Customer Relationship Management (E-CRM). The most common form of e-CRM in the form of online media is the website. Websites are most often used to establish relationships with customers personally because of the ease in making a website, the cost is not too expensive, and can be accessed by anyone.

Lai et al's (2009) research revealed that the use of the internet as a channel for trade and information provides opportunities for businesses to use the Internet as a tool for customer relationship management. Developing customer relationships by utilizing internet facilities is then known as e-CRM. This study reveals the relationship between e-CRM and customer satisfaction by determining the presence of e-CRM features on the website. E-CRM is a service with a web-based application to create and increase levels of service quality satisfaction and information confidence; the results in an increase in customer interaction, potentially helping companies achieve what is called maximizing portfolio profits.

One of the hotels implementing E-CRM is Prama Grand Preanger Bandung. The services provided by Prama Grand Preanger Bandung in general can be seen from the various reviews given by online guests of the hotel from a total of 1,078 reviews 897 of them gave very good opinions. Prama Grand Preanger Bandung was ranked 5th out of 15 hotels in Bandung as the best hotel version of TripAdvisor.com in 2019 based on reviews from various guests who had stayed at the hotel. (TripAdvisor.com, 2019). This study aims to find out more about the role of Electronic Customer Relationship Management (e-CRM) in improving service quality at Prama Grand Preanger.

2. Literature Study
Customer Relationship Management (CRM) is a customer-oriented business strategy, with the ultimate goal of maximizing company profits and customer satisfaction. CRM is defined as the integration of coordinated sales, marketing and service strategies. CRM stores customer information and records all contacts that occur between the customer and the company, and creates customer profiles for company staff who need information about the customer. Experts have different definitions of CRM. Generally, it can be concluded that CRM is a strategy and effort to establish relationships with customers and provide satisfying services for customers (M Rozahi, 2010).

Another definition says that Customer Relationship Management is an integrated information system that is used to plan, schedule, and control pre-sale and post-sale activities in an organization. CRM covers all aspects related to potential customers and current customers, including call centers, sales forces, marketing, technical support and field services.

According to John W. Satzinger, Robert B. Jackson, and Stephen D. Burd (3 Years), E-CRM is a process that supports marketing, sales, and service operations involving direct and indirect customer interaction through the internet.

Jeffery L. Whitten, Lonnie D. Bentley, and Kevin C. Dittman (2 Years) described E-CRM as a software application that provides customers access to business processes from the initial request through post sales service and sales support.

E-CRM according to en.wikipedia.org/wiki/ is the activity of managing customer relationships using the internet, web browsers, or electronic pointing points.

Kenneth C. Laudon and Carol Guercio Traver (in Mufti Maulana, 2015) defined E-CRM as a customer information warehouse that records all contracts that customers have with the company and produces customer profiles that are available to everyone in the company with the need to "know the customer."

Service Quality according to Parasuraman argues that service quality is a measure of overall assessment of the level of good service. Whereas Gronroos et al (1 Years) define service quality as a result of perception and comparison between customer expectations and the actual performance of services. According to Parasuraman, there are 2 main factors that affect service quality, namely expected service (expected experience) and perceived service (service received).

3. Research Method
The research method used is qualitative research, a research method based on the philosophy of positivism, used to examine the natural conditions of objects where the researcher is a key instrument. Collection techniques with triangulation (combined), data analysis is inductive / qualitative, and qualitative research results emphasize more meaning than generalization (Sugiono, 2009).
This research is descriptive because it describes and interprets a phenomenon. From descriptive research, it is expected that there is a fairly comprehensive picture of a phenomenon. Thus this study seeks to explain how a company utilizes E-CRM in improving the quality of service to customers.

The focus in this research is to explain the role of E-CRM, describe the implementation of E-CRM, service procedures through E-CRM, and quality of service through E-CRM.

The place chosen to conduct this study was Prama Grand Preanger Bandung, located on Jl. Asia Afrika No 81, Bandung. With a total of 100 guests from Prama Grand Preanger Bandung by using purposive sampling technique and snowball sampling.

Data sources used in this study are primary data obtained through interviews and secondary data obtained through observation and documentation.

4. Results and Discussion
The role of E-CRM in Improving Service Quality consists of:
- Keep information accessible to consumers everywhere.
- Providing service quality with up to date information.
- Make it easy for consumers to contact Prama Grand Preanger Bandung.

The role of information quality in E-CRM Prama Grand Preanger Bandung allows information to be understood because the application of two languages, Indonesian and English so that users who are not from Indonesia can also understand the information. The effort made by the hotel to optimize the role of information quality is to provide information on the number of rooms booked by guests.

Ease of navigation serves to facilitate prospective guests who want to stay and make a room reservation. Ease of navigation also makes it easy for hotels to promote and give an overview of the hotel.

The role of consumer service quality hotels is to understand the needs of guests by learning from various mistakes and shortcomings made based on complaints made by guests as a hotel serves its guests. Efforts are made on the role of fulfillment, Prama Grand Preanger Bandung has provided guest requests in accordance with the line of business namely services and supported facilities so as to minimize bad ratings on hotels.

The role of integrated marketing channels at Prama Grand Preanger Bandung is not to distinguish between room reservations that are booked online or booked directly. The number of rooms booked online or directly is the same and there is no comparison. When the room is fully occupied then all forms of reservation are closed. E-CRM does not provide an online forum that allows users to discuss hotel products so that E-CRM users can only read reviews of hotel products without knowing whether or not the advantages and disadvantages of the product. The hotel rewards through a loyalty program called My Legend Hotel where everyone who registers their e-mail automatically becomes an official member and benefits from discounts and other benefits that can be enjoyed.

In addition to attracting guests with rewards, guests can be the party that determines what services you want to get through personalization levels, personalization level has the role of giving guests the freedom to convey what kind of service they want at the official hotel E-CRM.

Site security is guaranteed by Prama Grand Preanger Bandung by using an application to store guest personal data and provide terms and conditions for guests who have provided their personal data to the hotel when guests make room bookings or online transactions. Convenience in conducting transactions and providing guests' personal data at a company will be a separate assessment for guests about service to the company, especially hotel services which is the role of value-added service. Guests can make room reservations via E-CRM with a few steps and can find out a lot about bookings.

Perceived trust indicated by the hotel by including all forms of guest reviews on the ECRM.

The next role of E-CRM is to show price attractiveness in marketing products, setting prices according to the quality of products and services, in this aspect the existence of customers for a company today is not only a source of company revenue, but also a long-term asset that needs to be managed and maintained through Customer Relationship Management (CRM). The current perspective of the company has considered the customer to be important in determining the direction and policy of the company (Herdiansyah, 2008)

E-CRM Site customization at Prama Grand Preanger Bandung is implemented by displaying complete information ranging from hotel identity, online room reservation services, to information on tourist attractions that are frequently visited in Bandung. On the alternative channel an e-mail address is applied, guests can also make reservations via fax, mailing address, as well as a call center. The membership program is intended for anyone who wants to become an official member of the Prama Grand Preanger Bandung. Mailing list applied by the hotel for guests to get regular newsletters and promo updates that are in effect. The channel implementation for first time users is a summary of E-CRM content called a sitemap
making it easier for users to find the information they want even if the user is opening E-CRM for the first time. A sitemap helps users find information faster and more efficiently.

Guest service procedures performed through the E-CRM Prama Grand Preanger Bandung are generally carried out starting from the booking code procedure to facilitate the search for guest data, the status of room bookings made via E-CRM, to room booking confirmation via e-mail and telephone. The customer service procedure via E-CRM is an alternative for guests to book rooms through the internet and make it easy to get information, make room bookings, and make transactions easier. The existence of shipping information guarantees guests the information displayed in accordance with what will be obtained when a guest comes to the hotel, so that when it does not match what is stated, the guest has the right to file a complaint. Return policies are applied depending on the season. When high season guests do not ensure payment there will be potentially unsold rooms, but during low season, it will not adversely affect hotel revenue. Interactive service service implemented by Prama Grand Preanger Bandung that, communication with guests, the hotel has implemented e-mail, social media, Frequently Asked Questions, and a sitemap. The web policy implementation has explained the policy on the Privacy and Policy feature on the official E-CRM. The feature explained about what policies are determined to safeguard guest personal data.

The implementation of E-CRM in Grand Prama hotel is in good category. This is in line with what Lai et al (2009) said that implementing good e-CRM will improve service quality and satisfaction for consumers.

5. Conclusion
CRM has been implemented well in the Prama Preanger hotel and can be developed to acquire new customers, improve customer relationships, and retain customers which will ultimately lead to customer loyalty. E-CRM makes it easy for customers by providing information that is appropriate and commonly needed. Implementing E-CRM in the form of a website to market and introduce products, establish relationships with guests and customers can make room reservations easily through E-CRM and online travel agents that work with Prama Grand Preanger Bandung.

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