

J&T Express Customer Relationship Management (CRM) Related to Customer Complains

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Abstract: *As a famous expedition service provider, J&T Express cannot be separated from problems during the service process that result in customer complain. The purpose of this study is to find out J&T Express's Customer Relationship Management (CRM) related to customer complains. The theory used in this research is the 'Key Management' theory proposed by Hollensen, this theory is divided into four dimensions, namely Bond, Trust, Empathy, and Reciprocity. This research approach is quantitative with descriptive research method. The population in this research was 241 of J&T Express customers on Twitter who had made tweets about J&T Express on November 11 - December 22, 2021. The sampling used was purposive sampling, with the calculation of the slovin formula, a sample of 77 people was obtained. Based on the research results, the dimension that gets the highest mean value is found in the reciprocity dimension, and the lowest is the bond dimension. Based on the data obtained, it can be concluded that the Customer Relationship Management (CRM) built by J&T Express has succeeded in building good relationships with customers through the customer complain services provided. The suggestion from the researcher is that J&T Express can evaluate the company's CRM in handling customer complains so that public opinion about customer complaint services can be even better.*

Keywords: *Keywords: Customer Relationship Management (CRM); Customer Complains; Twitter.*

Introduction

A service or goods company can maintain its competitive edge by consistently providing high-quality service from its competitors. According to Francis Buttle (2009:15), Customer Relationship Management (CRM) defines the key steps in combining methods with internal and external roles to shape and satisfy customer desires that benefit the company. I'm here. Customer relationship management (CRM) focuses on retaining customers by creating and delivering better value than their competitors.

Freight forwarding or expedition services is one of those areas of work that cannot escape intense competition due to the increasing need to get packages to their recipients quickly and easily. One of the well-known freights forwarding service providers in Indonesia is J&T Express. J&T Express was founded by Jet Lee on August 20, 2015, under the official name PT. Global Jet Express commenced operations in early September 2015.

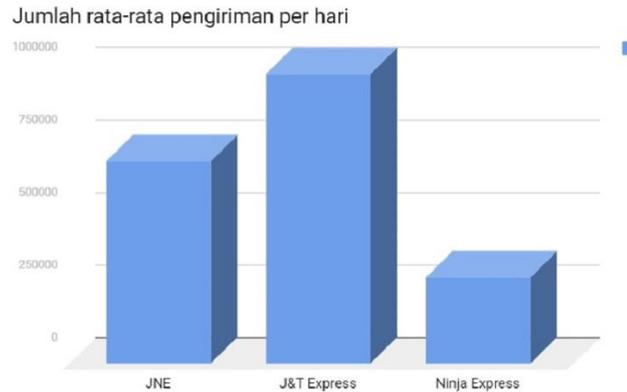


Image 1.1 Graph of the average number of shipments per day for the shipping company
Source : Tek.Id

According to news portal Tek.id, the average number of JNE parcels delivered per month across the country reaches more than 20 million. J&T Express currently focuses on e-commerce shipping, shipping up to 1 million parcels per day. With most package deliveries dominated by e-commerce and social commerce, Ninja Express handles a total of 300,000 packages per day. J&T Express has also won numerous awards, including Most Engage Delivery Services Brand for 2021. However, the J&T Express Expedition Service cannot be isolated from problems during the service process.

As the complexity of service delivery increases, so does the risk of service outages. As cited by Denham in Tjiptono (2014:476), service outages are congestion, delays, and interruptions in service delivery. He said that the problems that occur in service companies can be mainly caused by the following he three causes. 40% are employee-related. customer.

The Indonesian Consumer Foundation reports that 3.2% of the 535 complaints received in 2021 will be complaints about shipping or parcel carriers. According to databoks.katadata.co.id, the main issues for complaints about delivery services in 2021 are 41% of items missing, 18% of items not being picked up by courier, and items not delivered. 18% of complaints, and the shipping charges are too high. 12% are unreasonable and 6% complain about damaged goods and possible deliveries. J&T Express' road trip service is number one in terms of number of service deliveries per day, yet it cannot be isolated from problems during the delivery service process, resulting in reported customer complaints.



Image 1.2 Graph of Complaints on Expeditionary Services Throughout 2021
 Source : Datadoks.kata.co.id

The following picture is an example of an online news article published by the BeritaHits.Id news channel regarding the case of breaking into the contents of a package by J&T Express personnel in December 2021.



Image 1.3 BeritaHits.Id Online News Article that Reports Account Tweets Complaining about J&T Express Services
 Source : BeritaHits.Id

A private Twitter account with the account name @iceparkeu published a tweet about a complaint from the J&T Express service that a package sent by an irresponsible person at J&T Express was stolen, resulting in negative comments from netizens about J&T Express. This @iceparkeu led account's tweet he received 3,000 retweets and was "liked" by 11.1 thousand accounts. Direct complaints on social media may influence other consumers due to the extensive reach of social media.

Meki Pamekas (2021:67) argues that customer complaints can be used as a real instrument for companies to improve their service to customers. Customer complaints make it easy for businesses to spot existing weaknesses. In response, J&T Express itself has undertaken

various complaints procedures to retain customers, such as apologies, refunds, replacements, and error corrections as a form of evaluation.

The J&T Express Indonesia shipping or expedition service provider is committed to utilizing sophisticated IT systems to improve efficiency and quality for customers through 365-day operations without holidays, 24-hour customer complaint service, real-time monitoring systems and fast claims systems. To respond customer complaints, J&T Express offers multiple solutions, including contacting a 24-hour call center service that allows quick response from J&T Express. Customers can also submit complaints via email, direct her message, Twitter and Instagram, Line or WhatsApp. Customers can also go directly to her nearest J&T Express office. Moreover, the official website jet.co.id states that J&T Express will provide compensation up to Rp. 20,000,000 for shipping insured goods and up to Rp. 1,000,000 for claiming non-insured goods.

J&T Express does not stand still when responding to all customer complaints on Twitter. Through our official Twitter account, J&T Express will explain the reason for the error, tell the truth, be courteous, show honesty and diligence. Figure 1.3 is an example of an apology from his J&T Express via his Twitter social media accounts on December 21, 2021.



Image 1.3 Figure 1.3 Apology J&T Express on Twitter Social Media Account
Source : J&T Express Official Account on Twitter

From the above image, J&T Express has apologized to the consumers who are displeased with the service through their official social media, and J&T Express has also clarify the delivery status to the consumers.

According to Lukas in Ahmad (2020:110) stated that Customer Relationship Management (CRM) has several goals which include getting customers, knowing customers, retaining profitable customers, developing profitable customers, and turning unprofitable customers into profitable ones.

Social media complaints allow J&T Express to modify the company's customer relationship management (CRM) in ways that shape and satisfy customer desires that can benefit the company.

Literature Review

This study uses the Key Management theory proposed by Svend Hollensen in his book entitled "Marketing Management: A Relationship Approach". According to Hollensen, there are four key dimensions in building customer relationship management, namely bonding, trust, empathy, and reciprocity.

1. Bond
The level of consumer attachment to service goals
2. Trust
The level of customer confidence that the company will fulfill promises
3. Empathy
The level of fulfillment of customer desires by the company
4. Reciprocity
The level of profit provided by the company to customers and customers to the company

A previous research paper titled "Public Relations of Management in Customer Relationship Management Program (CRM) at Liability Company of Jasa Raharja Branch Riau," authored by Mike Fadila of the Department of Social and Political Sciences, University of Riau, in 2016, discover that: There is a research purpose to make it. , like Pt. The Jasa Raharja (Persero) Riau Branch implements the administrative functions of the Customer Relationship Management (CRM) program. This is known to reduce arrears and increase profit from mandatory contributions after program implementation. The theory used in this study is Stanley A. Brown's definition of Customer Relationship Management (CRM), which is the process of attracting, retaining, and developing profitable customers that can create value. Demonstrates a clear focus on service attributes. to customers to create loyalty. This research uses a qualitative method with a descriptive approach. Subjects were 4 of him using the targeting technique and 5 of him using the snowball technique as informants. Data collection was done by interviews, observations and documentation.

The results of the study indicate that the implementation of the planning function of the CRM program will be used as a guide for planning the implementation of the program in the appearance year in relation to the goals set, the goals of the activities to be achieved, and the goals. is showing. Determination of actions to be taken Targets set. (Fadilla, 2016)

From the above description of previous studies, how does this study affect PT. Jasa Raharja (Persero) Riau Branch uses qualitative descriptive research methods to implement management functions for Customer Relationship Management (CRM) programs. The difference from the study considered by the researchers is that this study aims to clarify J&T Express' customer relationship management (CRM) using a quantitative descriptive research methodology on customer complaints.

Methodology

This research approach is quantitative with descriptive research method. This research data was obtained from distributing questionnaires to J&T Express customers on Twitter, the sampling used was purposive sampling, namely customers who had made tweets about J&T Express on November 11 - December 22, 2021.

The population in this study was determined from the number of 241 accounts who tweeted to his J&T Express via the social media Twitter between November 11, 2021 and his December 22, 2021. The reason is that in this period he had two important events: November 11, 2021, and his December 12 National Shopping Day (Harbolnas). From the Slovin formula result by entering the number 214 as the total population, we got the result. 76.7415, rounded up to 77 for the sample size.

Secondary data collection techniques in this study were obtained through the official website of J&T Express, namely <https://jet.co.id.>, Twitter Official J&T Express, namely @jntexpressid, as well as articles on the internet, and various books and research journals related to Customer Relationship Management (CRM), consumer relations, customer complaints, and research methods. Meanwhile, the primary data collection technique in this study was distributing questionnaires to 77 customers who tweeted to J&T Express on Twitter between November 11 – December 22, 2021 with an ordinal scale of 5-1 to get accurate data about J&T Customer Relationship Management (CRM). Express regarding customer complaints.

The Result of Study

In this study, researchers wanted to know J&T Express's Customer Relationship Management (CRM) related to customer complaints. This study uses one variable, namely Customer Relationship Management (CRM) with four dimensions, namely bonding, trust, empathy, and reciprocity. In one dimension there are 2 total indicators, if in total there are 8 indicators and 16 statements

This study uses four dimensions, namely bonding, trust, empathy, and reciprocity. In the results of the data obtained, the reciprocal dimension becomes the dimension that obtains the highest mean or average value among the four dimensions while the lowest mean is in the bond dimension.

No.	Dimension	Mean
1.	Bond	3,81
2.	Trust	3,89
3	Empathy	3,89
4.	Resiprocity	4,09

Table 1.1 Mean per dimension

From the table 1.1 above, we can conclude that the bond dimension is the dimension with the lowest mean or average value of 3.81 which is included in the positive criteria. In the bond dimension there are 2 indicators with 4 statement items to represent this dimension. These indicators include 'The level of consumer attachment to the purpose of the 24-hour Call Center service' and 'The level of consumer attachment to the purpose of the J&T Express compensation

service'. In implementing Customer Relationship Management (CRM), J&T Express customers have an attachment to service goals related to customer complaints. on the per-indicator statement in the bond dimension.

The trust dimension has a mean or average value of 3.89 which is included in the positive criteria. In the confidence dimension there are 2 indicators with 4 statement items to represent this dimension. These indicators include "The quality of the 24-hour Call Center provided by J&T Express makes me believe that the company will fulfill its promises related to customer complaints" and "The quality of compensation insurance provided by J&T Express makes me believe that the company will fulfill its promises related to complaints. customer". In implementing Customer Relationship Management (CRM) J&T Express has gained customer confidence that the company will fulfill promises related to customer complaints. This can be seen in the answers of the respondents, the majority of whom chose to agree on the per-indicator statement in the dimension of trust.

The empathy dimension obtained a mean or average value of 3.89 which was included in the positive criteria. In the empathy dimension there are 2 indicators with 4 statement items to represent this dimension. These indicators include "The level of company compliance with responding to each customer complaint, personal attention of employees, sincerity of employees in serving customers" and "Level of fulfillment of assistance to customers". Through this dimension, researchers want to know how the level of fulfillment of customer desires by the company. In implementing Customer Relationship Management (CRM) J&T Express has succeeded in fulfilling customer desires. This can be seen in the answers of the respondents, the majority of whom chose to agree on the per-indicator statement in the empathy dimension.

The reciprocity dimension is the dimension with the highest mean or average value of 4.09 which is included in the positive criteria. In the empathy dimension there are 2 indicators with 4 statement items to represent this dimension. These indicators include "The level of profit on the positive delivery of customers about the company" and "The rate of return on the conformity of price with product quality". Through this dimension, researchers want to know how the level of profit provided by the company to customers and customers to companies related to customer complaints. In running the Customer Relationship Management (CRM) J&T Express and its customers have succeeded in providing mutual benefits related to customer complaints. This can be seen in the answers of the respondents who the majority chose the agree option on the per-indicator statement in the dimension.

In this study, there are 11 indicators, namely "The level of consumer attachment to the purpose of the 24-hour Call Center service", "The level of consumer attachment to the purpose of the J&T Express compensation service", "The level of confidence in the quality of services provided", "The level of confidence in security when customers use product", "The level of satisfaction of the company in responding to each customer complaint", "The level of fulfillment of assistance to customers", "The rate of benefit from the positive delivery of customers about the company", and "The rate of return on the price match with the quality of service".

Dimensi	Indikator	Mean
Ikatan	Tingkat keterikatan konsumen terhadap tujuan pelayanan Call Center 24	3,78
	Tingkat keterikatan konsumen terhadap tujuan pelayanan ganti rugi J&T Express	3,83
Kepercayaan	Tingkat keyakinan atas kualitas jasa yang disediakan	3,92
	Tingkat keyakinan atas keamanan saat pelanggan menggunakan produk	3,86
Empati	Tingkat pemenuhan perusahaan atas menanggapi setiap keluhan pelanggan	3,93
	Tingkat pemenuhan bantuan kepada pelanggan	3,85
Timbal Balik	Tingkat keuntungan atas penyampaian positif pelanggan mengenai perusahaan	4,11
	Tingkat keuntungan atas kesesuaian harga dengan kualitas produk	4,08

Table 1.2 Mean Per Indicator

From the table 1.2 above, we can conclude that the profit level indicator on the positive delivery of customers about the company obtained the highest mean or average value of 4.11 which was included in the positive category. So it can be concluded that the positive delivery of customers regarding the company regarding customer complaints will provide a high level of profit for J&T Express. This is evidenced by 45.5% of respondents choosing the option to agree on the statement "I agree that the positive reviews of J&T Express customers regarding customer complaint services can minimize providing benefits to the company", and 54.4% of respondents choosing the option to agree on the statement "I agree with customer recommendations. J&T Express regarding customer complaint services can provide benefits to the company.

Meanwhile, the indicator of the level of consumer attachment to the service objectives of Call Center 24 obtained the lowest mean or average value of 3.87 which was included in the category of positive variables. However, not all respondents agree that customers have ties to the J&T Express 24-hour Call Center regarding its purpose in responding to customer complaints. This is evidenced by 10.4% of respondents still disagreeing with the statement "General assistance provided by J&T Express 24-hour call center services makes me feel attached to J&T Express", and 23.4% of respondents chose the option of hesitation with the

statement " The call reception service provided by the J&T Express 24-hour call center makes me feel attached to J&T Express."

Based on the results of the research data above, if it is associated with the theory of Customer Relationship Management (CRM) dimensions according to Hollensen who says that there are four key dimensions in building a customer relationship management or Customer Relationship Management (CRM), namely the dimensions of bond, trust, empathy, and reciprocity. So it can be interpreted that J&T Express has succeeded in building or maintaining a customer relationship management or Customer Relationship Management (CRM) with its customers.

Conclusion

The mean or average with the highest value is obtained by the reciprocal dimension with a mean or average value of 4.09. The lowest mean or average is obtained by bond dimensions with a mean or average value of 3.81. From all the mean or average values obtained per dimension, it is said that the majority of the four dimensions fall into the positive criteria.

Through the development of Customer Relationship Management (CRM), J&T Express has successfully established a good relationship with customers for the purpose of 24-hour call center service and product damages related to customer complaints. J&T Express has built customer trust through the quality and safety of the services provided. J&T Express was able to demonstrate its empathetic side by meeting customer needs, responding to customer complaints and providing support. Also, both J&T Express and the customer are successful in generating profits through reliable delivery to the customer and pricing that matches the quality of service..

Based on the data obtained, it can be concluded that the Customer Relationship Management (CRM) built by J&T Express has succeeded in building good relationships with customers through the customer complaint services provided.

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