

EFFECTIVENESS OF ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT ON TOMORO COFFEE APPLICATIONS IN JAKARTA

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Abstract

This study aims to determine the effectiveness of the application of electronic customer relationship management (e-CRM) in the TOMORO Coffee application in Jakarta which affects building relationships with customers. This study uses a type of quantitative research with purposive sampling technique. While the analysis techniques used are descriptive analysis, simple tabulation analysis and average scores. From the research results obtained, the dimensions related to e-CRM in this study, namely web design, search capabilities, loyalty programs, payment methods and customer support, are included in the excellent category when viewed from the criteria score and are evidenced by the results of the average score measurement showing the effectiveness level of the very effective interval. This is driven by the statement that the dimensions of web design, search capabilities, loyalty programs, payment methods and customer support show very good average score results and the level of effectiveness in the interval above number 3 which states that it is very effective. The highest order of effectiveness of the e-CRM dimension is search capabilities, web design, customer support, loyalty programs and payment methods.

Keyword: e-CRM; TOMORO Coffee; web design; search capabilities; loyalty programme; payment methods; customer support

1. Introduction

The rapid development of technology brings fresh air to various elements of human life, both individuals and corporate organizations. It encourages changes in terms of communication, industry, services, services and marketing. The rapid progress of digital information technology continues to penetrate all corners of the country including Indonesia. The increasing use of mobile devices and internet usage is driving the trend of digital technology in Indonesia (Harto et al.2023).

Digital transformation also provides changes to the world of marketing, which until today is known as digital marketing. Digital Marketing is a marketing strategy that relies on technological advances to produce more effective marketing, one of which uses the internet, social media, websites to applications to reach customers and remain competitive with competitors competitively (Zebua et al., 2023).

In the business world, digital marketing will continue to be attached to various business industries, one of which is coffee. Along with the development of globalization, coffee is not just a drink but a lifestyle in the lives of people around the world, especially in Indonesia, so it has great potential for the coffee industry business to continue to grow in Indonesia (Purwasih et al., 2022). According to Momentum Works' "Coffee in Southeast Asia: Modernizing Retail of the Daily Beverage", coffee has become a staple in Southeast Asia. By 2023, the modern coffee market in Southeast Asia is estimated to be worth US\$3.4 billion dollars. Indonesia and Thailand are the largest markets with a turnover of US\$947 million and US\$807 million respectively.

The role of marketers in implementing digital marketing to continue to make the latest innovations is a business opportunity to unite people's lifestyles with coffee while providing direct services to customers even though only online, such as the application usage system owned by TOMORO Coffee, one of the coffee brands in Indonesia, which is an alternative example to build connections with customers and encourage company marketing (Sulistiyowati, 2023).

The trend of utilizing technology connects online shopping interactions, through applications that can provide experiences and services effectively, communication and information that is more intense, broad and parallel can build loyalty and satisfaction with purchases (Wibowo et al., 2020). The application carried out by TOMORO Coffee to touch customers while marketing digitally deserves to be recognized, because the innovation that continues to be carried out is one of the solutions so that TOMORO Coffee can compete with coffee brands that appeared much earlier in the coffee industry in Indonesia.

According to doku.com, explaining the beginning of the presence of this well-known brand which was built in the midst of the hustle and bustle of the emergence of more and more coffee startups in Indonesia, TOMORO Coffee comes with a contemporary concept and has a distinctive greeting, namely "see you TOMORO" to every consumer who finishes ordering coffee, but not just a name, "TOMORO" itself is inspired by the word "tomorrow" with the meaning of "tomorrow" which is not just a name but, there is hope to embrace goodness and always look forward to the future.

TOMORO Coffee utilizes technological advances in its marketing, one of which is by creating its own application that can be downloaded via Android & Ios smartphones for its users. There are many features that can be an opportunity to approach consumers, the features and benefits offered are in the form of a Rp. 9000 drink price promo for the first user via the application, free coffee sharing by sending a link to other users, discounts for several menus, promos every week, voucher packs, promos on special moments, complete information about the menu and TOMORO Coffee information, and provide convenience for users to place orders online. This is one of the ways that TOMORO Coffee can quickly grow and open many outlets in Indonesia and expand to other countries. This has a close relationship with how electronic customer relationship management (e-CRM) works well in the TOMORO Coffee application.

2. Literature Review

2.1 Relationship Marketing

Berry in Indah (2022) suggests that relationship marketing is a strategy to attract, maintain and strengthen relationships with customers and other partners with benefits that can be realized from each related party. Relationship marketing involves activities that aim to develop long-term relationships between organizations and customers for mutual benefit.

The concept of interaction marketing explains that businesses can build relationships with one or more types of ties, namely financial ties, social ties, and structural ties. This research relates to relationship marketing to see the extent of the relationship built between application users and TOMORO Coffee products. Relationships that are well established and based on a sense of trust will increase customer loyalty by using electronic services or the TOMORO Coffee application (Indah, 2022).

2.2 Electronic Customer Relationship Management (e-CRM)

The emergence of electronic customer relationship management (e-CRM) is evidence of the rapid development of technology, e-CRM is a transformation of CRM which is now based on electronics (Rachbini, 2022). Electronic customer relationship management or e-CRM is an effort made in managing the relationship between companies and customers with the aim of building loyalty to peaking As for purchasing products with electronic media such as websites, social media, applications, or seals connected to the internet (Wicaksono et al., 2021).

Basically, e-CRM is adopted from easy internet access such as laptops or computers and other mobile devices. E-CRM provides the ability to capture, integrate and distribute customer-related data from the site to the entire institution, which can be a support for services in sales and marketing through certain websites (Finamore et al., 2021).

Researchers concluded that e-CRM is a business strategy carried out using internet and information technology to build and manage relationships with customers more effectively and efficiently.

2.3 Dimensions of e-CRM

There are several e-CRM factors that can affect customer satisfaction which in turn will have an impact on customer loyalty. And some of these factors then become dimensions which are divided into several parts (Indah, 2022).

1. Web Design

According to Kotler and Keller in Astutie (2020) web design is a form of advertising marketing communication in the form of visuals that attract attention and characteristics so that consumers can be attracted to the product. The indicators include application appearance, application convenience, application accuracy, color combinations.

2. Search Capabilities

Search capabilities are features in the system that allow users to search and find detailed information. Indicators of this dimension are information transparency, information search speed, information quality, and easy to recognize features.

3. Loyalty Program

Loyalty programs are marketing strategies designed to encourage repeat purchases and build long-term relationships with customers. With indicators of giving gifts, repeat purchases, online service satisfaction, discounts.

4. Payment Methods

Payment methods are the way customers pay for a product or service. Indicators that include responsiveness, completeness of payment method choices, ease of transactions, safe payment.

5. Customer Support

Customer Support is an element that focuses on providing services and assistance to customers through electronic channels with the aim of building strong relationships, customer satisfaction to solve problems faced by customers. The indicators in this dimension are problem solving, customer-first, responsiveness, customer retention.

3. Material and Method

This research was conducted in the DKI Jakarta area with a time period from May to July 2024.

3.1 Design Study

This section outlines the process of collecting and employing data to address the hypotheses put forth. The study focuses on individuals belonging to the millennial generation in Indonesia who use digital banking services. Those eligible to complete the questionnaire are individuals who actively utilize digital banking channels, including but not limited to mobile banking, internet banking, or other digital platforms.

In this study, researchers used a type of quantitative research with a survey method. While the survey method in this study was carried out online (online) by filling out a questionnaire through Google Form. The population in this study are people in Jakarta who use the TOMORO Coffee application to purchase products.

The sampling method in this study uses non-probability sampling. Researchers chose this method because non-probability sampling techniques do not provide equal opportunities or opportunities for each element or member of the population to become a sample (Haribowo et al., 2022). The non-probability sampling technique used for sampling in this study is purposive sampling technique, because in this research process it uses certain criteria to obtain the required sample. Researchers use purposive sampling according to the needs of researchers in taking samples that have predetermined criteria. The sample criteria that will be tested in this study are, respondents are in the Jakarta area, respondents aged 12-41 years, respondents use/download the TOMORO Coffee application, respondents have made at least one purchase of TOMORO Coffee products through the application.

3.2 Data Analysis

In this study, data collection was carried out in two ways, namely:

1. Primary data is obtained through distributing questionnaires conducted online using Google Form media and distributed to respondents with the aim of obtaining predetermined research data. The questionnaire is a data collection technique that is carried out by providing information from a set of questions or written statements to respondents to be answered (Syarifuddin et al., 2021).

2. Secondary data is data related to information from pre-existing sources such as important documents, websites (Google Scholar, e-resources library, books, and relevant journals related to the topics analyzed by researchers in this study.

In this study, researchers used Likert-type which has four answer scales by eliminating alternative neutral answers with the aim that the answers from respondents are more assertive and specific. The measurement used in this study is a modified Likert-type 4 level (interval 1-4), whose options are Strongly Agree (SS), Agree (S), Disagree (TS) and Strongly Disagree (STS).

Sample 127 respondents, namely TOMORO Coffee consumers who used the application, so the value of r table for $n = 127$ with Alpha 0.05 is 0.1743, all r product moment values on each question have a value above 0.1743, meaning that all questions are valid. The validity test was carried out with the help of the SPSS software program. The validity test can be seen from the value of the Pearson Correlation Coefficient, the research instrument is said to be valid if the correlation coefficient $r_{\text{count}} > r_{\text{table}}$.

Reliability test is used to determine whether the instrument testing in this study is reliable or not, it is carried out using the Cronbach's Alpha method, which is measured based on the Alpha scale between 0 and 1.

The data analysis technique in this study uses descriptive statistical analysis. By describing the results of the questionnaire using a criterion score by dividing into four criteria with each level of achievement which aims to facilitate the interpretation of the results of the questionnaire that has been filled out by the respondent.

In addition, this study also used a simple tabulation analysis technique. This analysis has the aim of seeing the percentage of respondents in choosing certain categories. In addition, the purpose of this simple tabulation is to provide an overview of the data from the questionnaire results which describe certain characteristics of the respondents.

In the final stage, the technique used is the average score. The answer score from each statement given to the respondent will be given a weight. How to calculate the score is by adding up all the products of the value of each weight divided by the total frequency.

4. Result and Discussion

At the calculation stage through descriptive technique analysis, simple tabulation, the average score in this study shows that the effectiveness of e-CRM is in the very effective and very good category in the TOMORO Coffee application in the Jakarta area, with Gen Z and Millennial samples with an age range of 16-41 years. This is reinforced by the following statement.

1. Web design

In the process of the web design stage, which is one of the dimensions of electronic customer relationship management (e-CRM), it is to find out how much the main appearance, ease of features, design in the application works to facilitate customers and attract customers to the TOMORO Coffee application to continue browsing products. From this statement, web design shows a very effective and very good category.

Table 1. Frequency Test of Web Design Dimension Answers

No	Statement		Alternative Answer			
			STS	TS	S	SS
1	TOMORO Coffee app provides visually appealing features	Wi	1	2	3	4
		Fi	0	5	56	66
		Σ Wifi	442			
		%	0.00%	3.90%	44.10%	52.00%
		Total	5		122	
			3.90%		96.10%	
		Average	3.48			
2	I find the TOMORO Coffee App easy to use	Wi	1	2	3	4
		Fi	0	7	58	62
		Σ Wifi	436			
		%	0.00%	5.50%	45.70%	48.80%

		Total	7		120	
			5.50%		94.50%	
		Average	3.43			
3	The TOMORO Coffee application has appropriate accuracy both in terms of service features	Wi	1	2	3	4
		Fi	0	9	51	67
		Σ Wifi	439			
		%	0.00%	7.10%	40.20%	52.80%
		Total	9		118	
			7.10%		93.00%	
		Average	3.46			
4	TOMORO Coffee app provides/has attractive colors, graphics and fonts	Wi	1	2	3	4
		Fi	0	10	65	52
		Σ Wifi	423			
		%	0.00%	7.90%	51.20%	41%
		Total	10		117	
			7.90%		92.10%	
		Average	3.33			
	Average Percentage		6%		94%	
	Absolute Average		3.43			

2. Search Capabilities

In the next process, namely search capabilities, researchers can find out data from respondents regarding the transparency of product or company information, the ease with which they can get the information they need, the quality of the information available so as to provide experience and satisfaction with the quality of electronic customer relationship management (e-CRM) for TOMORO Coffee application users in ordering products. And the results of this statement show that it is very effective and very good.

Table 2. Frequency Test of Search Capabilities Dimension Answers

No	Statement		Alternative Answer			
			STS	TS	S	SS
1	I feel that the information provided on the TOMORO Coffee application is in accordance with offline purchases and online purchases.	Wi	1	2	3	4
		Fi	0	13	48	66
		Σ Wifi	434			
		%	0.00%	10.20%	37.80%	52.00%
		Total	13		114	
			10.20%		89.80%	
		Average	3.42			
2	I feel that the information needed about products on the TOMORO Coffee Application is easy to find.	Wi	1	2	3	4
		Fi	0	3	59	64
		Σ Wifi	439			
		%	0.00%	2.40%	46.80%	50.80%
		Total	7		123	

			2.40%		97.60%	
		Average	3.48			
3	The TOMORO Coffee app provides all the information you need in a complete and up-to-date manner.	Wi	1	2	3	4
		Fi	0	7	53	67
		Σ Wifi	441			
		%	0.00%	5.50%	41.70%	52.80%
		Total	7		120	
			5.50%		94.50%	
		Average	3.47			
4	The appearance and location of features in the TOMORO Coffee application are appropriate and easy for users to use.	Wi	1	2	3	4
		Fi	0	8	49	70
		Σ Wifi	443			
		%	0.00%	6.30%	38.60%	55%
		Total	8		119	
			6.30%		93.70%	
		Average	3.49			
	Average Percentage		6%		94%	
	Absolute Average		3.47			

3. Loyalty Programme

In the third dimension, namely the loyalty program, we know the extent to which TOMORO Coffee application users can feel the quality of electronic customer relationship management (e-CRM) with indicators that include customer satisfaction approaches to gifts given by the company as a form of marketing strategy, promos and other online services. And the results of the questionnaire from the response show a very effective and very good category.

Table 3. Frequency Test of Loyalty Programme Dimension Answers

No	Statement		Alternative Answer			
			STS	TS	S	SS
1	TOMORO Coffee app provides attractive prizes for customers	Wi	1	2	3	4
		Fi	1	12	61	53
		Σ Wifi	420			
		%	0.80%	9.40%	48.00%	41.70%
		Total	13		114	
			10.20%		89.70%	
		Average	3.31			
2	I will make repeat purchases through the TOMORO Coffee app in the future	Wi	1	2	3	4
		Fi	0	8	60	59
		Σ Wifi	432			
		%	0.00%	6.30%	47.20%	46.50%
		Total	7		119	
			6.30%		93.70%	

		Average	3.40			
3	I have a satisfying experience with the loyalty program contained in the TOMORO Coffee application.	Wi	1	2	3	4
		Fi	0	10	61	56
		Σ Wifi	427			
		%	0.00%	7.90%	48.00%	44.10%
		Total	10		117	
			7.90%		92.10%	
		Average	3.36			
4	I feel that TOMORO App provides promos at every event/moment that benefit customers.	Wi	1	2	3	4
		Fi	2	5	59	61
		Σ Wifi	433			
		%	1.60%	3.90%	46.50%	48%
		Total	7		120	
			5.50%		94.50%	
		Average	3.41			
	Average Percentage		7%		93%	
	Absolute Average		3.37			

4. Payment Methods

The payment methods stage aims to determine the response of TOMORO Coffee application users which includes the payment process carried out through the application, security in transactions, ease of transaction processes and the completeness

of online payment methods contained in the application. According to the measurement of the average score and the effectiveness interval scale, it shows a very good and very effective category.

Table 4. Frequency Test of Payment Methods Dimension Answers

No	Statement		Alternative Answer			
			STS	TS	S	SS
1	TOMORO Coffee can respond well to transaction problems experienced by customers	Wi	1	2	3	4
		Fi	0	15	51	61
		Σ Wifi	427			
		%	0.00%	11.80%	40.20%	48.00%
		Total	15		112	
			11.80%		88.20%	
		Average	3.36			
2	TOMORO Coffee app provides complete online payment methods	Wi	1	2	3	4
		Fi	0	4	62	61
		Σ Wifi	438			
		%	0.00%	3.10%	48.80%	48.00%
		Total	7		123	
			3.10%		96.80%	
		Average	3.45			
3		Wi	1	2	3	4

	The TOMORO Coffee application makes it easy to use all types of online payment systems	Fi	0	5	60	62
		Σ Wifi	438			
		%	0.00%	3.90%	47.20%	48.80%
		Total	5		122	
			3.90%		96.00%	
		Average	3.45			
4	I feel that transactions / payments through the TOMORO Coffee application in buying products are guaranteed security	Wi	1	2	3	4
		Fi	0	7	70	50
		Σ Wifi	424			
		%	0.00%	5.50%	55.10%	39%
		Total	7		120	
			5.50%		94.50%	
		Average	3.34			
	Average Percentage		6%		94%	
	Absolute Average		3.40			

5. Customer Support

At the last stage, the customer support dimension aims to measure the extent to which TOMORO Coffee can build strong relationships with customers in the application through the quality of electronic customer relationship management (e-CRM) with the scope of how TOMORO Coffee can respond to customer problems, solve problems experienced by application users and customer retention. From the measurement results, the average score and the effectiveness interval scale are in the very effective and very good categories.

Table 5. Frequency Test of Customer Support Dimension Answers

No	Statement		Alternative Answer			
			STS	TS	S	SS
1	I feel that transactions /payments through the TOMORO Coffee application in buying products are guaranteed security	Wi	1	2	3	4
		Fi	0	15	52	60
		Σ Wifi	426			
		%	0.00%	11.80%	40.90%	47.20%
		Total	15		112	
			11.80%		88.10%	
		Average	3.35			
2	I feel that TOMORO Coffee always pays attention to the needs and desires of customers	Wi	1	2	3	4
		Fi	0	4	65	58
		Σ Wifi	435			
		%	0.00%	3.10%	51.20%	45.70%
		Total	7		123	
			3.10%		96.90%	
		Average	3.43			
3	I feel that TOMORO Coffee is fast and responsive in helping	Wi	1	2	3	4
		Fi	0	8	64	55

	customers solve problems.	Σ Wifi	428			
		%	0.00%	6.30%	50.40%	43.30%
		Total	8		119	
			6.30%		93.70%	
		Average	3.37			
4	I feel that TOMORO Coffee is able to retain customers with good service from start to finish.	Wi	1	2	3	4
		Fi	0	5	55	66
		Σ Wifi	439			
		%	0.00%	3.90%	43.30%	52%
		Total	5		121	
			3.90%		95.30%	
		Average	3.48			
	Average Percentage		6%		94%	
	Average Dimension		94%+94%+93%+94%+94 5 = 93.54%			
	Absolute Average		3.41			

Table 1. Average Analysis of Electronic Customer Relationship Management (e-CRM)

Dimensi e-CRM				
Web Design	Search Capabilities	Loyalty Programme	Payment Methods	Customer Support

3.43 (Highly Effective)	3.47 (Highly Effective)	3.40 (Highly Effective)	3.37 (Highly Effective)	3.41 (Highly Effective)
Rata-rata: $\frac{3.43+3.47+3.40+3.37+3.41}{5} = 3.41$				

Based on the results of the final value of the average e-CRM score obtained of 3.41, when compared to the effectiveness interval scale which is in the range (3.26-4.00), it can be concluded according to the research results if electronic customer relationship management (e-CRM) in the TOMORO Coffee application is categorized as very effective in building relationships with customers.

5. Conclusion, Implication, and Recommendation

5.1 Conclusion

After conducting the research process and analyzing data regarding the effectiveness of the application of electronic customer relationship management (e-CRM) in the TOMORO Coffee application with the dimensions of web design, search capabilities, loyalty programs, payment methods and customer support, it can be concluded that e-CRM in the TOMORO Coffee application is “Very Good” and “Very Effective”.

5.2 Theoretical Implications

This research can provide a theoretical overview of the effectiveness of electronic customer relationship management (e-CRM) on a digital channel in a company or a business that will approach consumers with e-CRM on an application or website. Approaching customers is one of the important aspects that must be addressed properly and on target, both in terms of needs and desires. The basic theory of e-CRM that must be owned by company pioneers, in line with the dimensions in this study, namely web design, search capabilities, loyalty programs, payment methods and customer support become the main reference in building relationships and trust between companies and consumers. From this research, related theories can be a reference or guide for business people and digital marketers.

5.3 Practical Implications

In this study, the dimensions of web design, search capabilities, loyalty programs, payment methods and customer support. The implications related to web design that can be implemented in practice are attractive and easy-to-use design, TOMORO Coffee must ensure that their application has an attractive and easy-to-use design. This can be done by using a clear layout, simple navigation, and easy-to-understand icons. Responsive design, TOMORO Coffee should ensure that their app is responsive to various devices, such as smartphones, tablets, and desktops. This will ensure that users can access the app easily from whatever device they are using. Personalized design, TOMORO Coffee can use customer data to personalize the design of their app. This can be done by recommending products or services that match the customer's interests, or by displaying content relevant to the customer's location.

Implications related to search capabilities i.e. powerful search features, TOMORO Coffee should provide powerful search features that allow users to easily find the products or services they are looking for. This can be done by using sophisticated search algorithms and by providing various filter options. Search suggestions, TOMORO Coffee can provide search

suggestions to users as they type in their search query. This can help users find the products or services they are looking for more quickly and easily. Voice search, TOMORO Coffee can add a voice search feature to its app. This will allow users to search for products or services using their voice, which can be beneficial for users who are on the go or who cannot type.

As for the practical implications related to loyalty programs, namely attractive loyalty programs, TOMORO Coffee must offer an attractive loyalty program that will encourage customers to return. This can be done by offering reward points, discounts, and other exclusive benefits to loyalty program members. Personalize the loyalty program, TOMORO Coffee can use customer data to personalize their loyalty program. This can be done by offering rewards and benefits that match customer interests. Effective communication with loyalty program members, TOMORO Coffee should communicate effectively with their loyalty program members about the benefits of the program and how they can take advantage of those benefits.

Furthermore, the practical implications related to payment methods, namely various payment methods, TOMORO Coffee must offer various payment methods that are easy to use and safe. This can be done by integrating with various popular payment gateways, such as OVO, GoPay, and ShopeePay. Secure payment options, TOMORO Coffee should ensure that all the payment options they offer are safe and secure. This can be done by using encryption technology and by working with trusted payment service providers. Furthermore, TOMORO Coffee can respond well to every customer transaction problem, this can be done by providing an artificial intelligence (AI) chatbot feature that can respond quickly.

And finally the practice implications related to customer support are easily accessible customer support channels, TOMORO Coffee must provide a variety of easily accessible customer support channels, such as live chat, email, and telephone. Fast response times, TOMORO Coffee must ensure that they provide fast response times to customer inquiries and complaints. Well-trained customer support staff, TOMORO Coffee should employ customer support staff who are well-trained and can help customers with their problems.

5.4 Recommendation

1. Conduct a broader literature search. In addition to using journals, consider using other sources such as industry reports, and utilize a network of academics and industry experts with expertise in e-CRM and FnB to get the latest information and literature recommendations.

2. Utilize TOMORO Coffee's internal data, work with TOMORO Coffee to gain access to internal data, such as sales data, customer data, and application usage data, to more accurately measure the impact of e-CRM.

3. Publish research results in reputable scientific journals, targeting journals with a focus on e-CRM, digital marketing, and the FnB industry to increase research visibility.

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