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The Influence of Customer Relationship Management and Service Quality on Corporate Image and Customer Satisfaction of PT. PLN East Java, Indonesia

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Abstract: The aim of this research is to test the influence of customer relationship management and service quality to customer satisfaction through corporate image in PT. PLN East Java, Indonesia. The number of population in this study as much as 560 customers of medium electricity from PT. PLN East Java, Indonesia with confidence level 95% and the number of samples in this study as many as 235 respondents taken with the technique disproportionate stratified random sampling. Data analysis technique used in this research is Structural Equation Modeling (SEM). The results of this study prove that corporate image have positive and significant impact on customer satisfaction which is reflected through indicators serviceability, courtesy, reliability, tangible, and understanding the customer. Customer relationship management and service quality were found to have a positive and significant impact on customer satisfaction. Customer relationship management found no significant effect on corporate image, while service quality variable was found to have positive and significant effect to corporate image. The novelty resulting from the research findings from previous research is the difference of research results about the influence of customer relationship management on corporate image that is not significant so that it can expand the study of corporate image. This study is limited to testing the influence of customer relationship management and service quality whereas variables that can affect customer satisfaction and corporate image are still many so it is advisable for future research to also observe other variables.

Keywords: Customer Relationship Management, Service Quality, Corporate Image, Customer Satisfaction, PT. PLN East Java

1. INTRODUCTION

State-Owned Enterprises (SOEs) in Indonesia, especially the strategic industry sector has a very dominant role in supporting the national economy by contributing to the development of business and community

in operating the business run because most of the SOEs are monopolizing various fields of business that affect the livelihood of many people. Thus, state-owned enterprises are managed and managed by the government because the future of the community depends heavily on the quality and competitive advantage of these state-owned enterprises. SOEs are required to be professionally able to meet the needs and desires of the community, especially in the business world as well as also required to further enhance its superiority. Associated with the principle, SOEs should be able to create a good image by providing quality services so as to provide satisfaction to the community as a consumer. Therefore SOEs are also required to provide the best service to the community. State Electricity Company PT. PLN is one of the SOEs that spearhead the state service to the community trying to provide service provision related to electrical energy.

With the fact that people's lives, especially the development of business competition, resulted in an increase in electricity demand is high and very fast as well as accompanied by an increasing standard of public satisfaction, demanding PT. PLN to be able to provide the best service. On the other hand, the company is experiencing various obstacles to meet the growing electricity needs in the community, especially the industrial world. PT. PLN is a state-appointed state-owned company to serve as a provider of electricity in order to ensure the welfare of society by meeting the needs of electrical energy is higher. Referring to Law no. 30 of 2009 on Electricity and Government Regulation no. 14 of 2012 on Business Activities Provision of Electric Power then PT. PLN is the only state-owned enterprise that becomes the total and total electricity management regulator. This makes the responsibility of PT. PLN is getting bigger in demand to meet the electricity needs.

Problems arising as a result of business operational constraints, lack of corporate competence, poor governance and so on that can increase the number of customer complaints; Should be considered as a crucial urgency in CRM implementation. Fostering good relationships with customers is an important factor that can create long term value in ensuring continuous sustainability continuous sustainability for business operations run by PT. PLN, despite having a monopoly right over the strategic industries of national electric energy services.

Higher demands from customers because of the increasing customer demand that urges all companies to be able to run business processes effectively, efficiently and at the same time minimal risk. Thus the company can increase profitability as a result of higher revenue because of the increased effectiveness and lower costs due to the application of efficiency while maintaining business certainty because the company is able to manage risk. Companies are eventually required to be able to integrate the network in order to be able to provide good service. In that context, PT. PLN must be able to create a good corporate image and be able to realize customer satisfaction. Many researchers have produced findings on variables that may affect corporate image and customer satisfaction. Other researchers also found that corporate image and customer satisfaction can also be influenced by customer relationship management (CRM).

2. LITERATURE REVIEW

(a) Service Quality

Yeo, Thai and Spirit (2015) found that customer satisfaction is not only created from a good impression in the company image, but also influenced by the quality of service. This opinion reinforces the findings resulting from Tjoanoto and Kunto's research (2013); Sia and Subagio (2013); Jonathan (2013) These

findings confirm service marketing and service quality studies from Parasuraman in Kottler and Keller (2016); Zeithaml, Mary and Gremler (2013) and Lovelock (2010) that service quality plays an important role in creating customer satisfaction. Quality of service can be understood as an effort to meet the needs and desires of customers as well as efforts to compensate for the expectations that exist in the customer's perception. Parasuraman in Kottler (2016) views that service quality as a consumer perception arising from an evaluation of the experience of receiving services within a given time period. Yeo, Thai and Spirit (2015) see service quality as fulfilling customer expectations through a level of corporate excellence as well as control over the level of excellence.

Liao (2012) also believes that the quality of service is any form of excellence owned by the company embodied in the activities or service activities provided to customers with the aim to create satisfaction on the products offered. Gimenes, Sierra and Rodon (2012); Chang, Lee and Lai (2012); Chen and Hu (2013) and Chin and Tsai (2013) argue that service quality can be viewed as a series of activities or benefits the company offers to customers. Rajic and Dado (2013) and Puig, Wooldridge, Michail and Darbra (2015) found that the quality of service can have an impact on the creation of a good corporate image and ultimately lead to customer satisfaction because of the needs and expectations of customers of the services provided.

The findings are also relevant to the results of Gimenes, Sierra and Rodon (2012) studies; Chang, Lee and Lai (2012); Chen and Hu (2013) and Chin and Tsai (2013), Liao (2012); Cao and Chen (2011); Calabrese and Scoglio (2012) and Bhattacharya and Sen (2004) confirmed the classic findings of the effect of service quality on the company's image and customer satisfaction from Parasuraman, Zeithaml and Berry (1985, 1988 and 1994).

Understanding the quality of services or services centered on efforts to meet the needs and desires of customers and penyetaiannya determination to balance customer expectations. According to Lewis & Booms (in Tjiptono, 2012: 157) defines the quality of service in a simple, ie a measure of how good the level of service provided is able to match customer expectations. This means that the quality of service is determined by the ability of a particular company or institution to meet the needs in accordance with what is expected or desired based on customer needs. In other words, the main factors that influence the quality of service is the service expected by the customer and the public perception of the service. The value of service quality depends on the ability of the company and its staff to meet customer expectations consistently.

Quality of service provides a boost to the customer or in this case the visitor to forge a strong relationship with the institution or agency providing service. This good relationship ties will allow service agencies to understand carefully their customers' expectations and needs. Thus the service provider can improve customer satisfaction by maximizing good experience and minimizing the less fun. If the service received or perceived in accordance with customer expectations, then the quality of service is perceived as the ideal quality.

(b) Customer Relationship Management (CRM)

According to Tseng (2016) that CRM is basically a study that studies the management of activities that directly relate to customers in order to increase the value of customers that increase the value of existing customers, maintain customers and increase profits from and to customers. Tseng's opinion (2016) refers

to the findings of Pai and Tu (2011); Parasuraman, Zeithaml and Berry (1985, 1988 and 1994); Siriprasoetsin, Tuamsuk and Vongprasert (2011) and Sheth, Sisodia and Sharma (2000) who believe that CRM is able to improve the relationship between customer and company so that the company can realize customer satisfaction and create positive corporate image because it is easier to identify customer needs and wants. In this case, CRM is seen as an overall business strategy of an effective company in managing customer relationships.

Rostami, Valmohammadi and Yousefpoor (2014) confirmed the research of Al-Hawari, Ward and Newby (2009); And Plakoyiannaki and saren (2006) which resulted in the real findings with the implementation of a good CRM strategy so that efforts to create a positive corporate image and customer satisfaction can be more easily realized. This is because CRM is a comprehensive business strategy in selecting and managing customers to optimize long-term value. CRM is a series of interrelated complex relationships between strategy, tactics, processes, skill sets as well as the use of technology.

Wang and Feng (2012) also found that CRM is an important factor in creating a positive image of the company and realize customer satisfaction. Findings Wang and Feng (2012) confirmed the results of research Oztaysi, Sezgin and Ozok (2011); Baird and Parasnis (2011) and Hoots (2005) who mentioned that in addition to fulfilling the needs and desires of customers, customer satisfaction can also be generated from the implementation of good CRM. In the context of PT. PLN (Persero), due to continuous operational constraints faced and risk of damaging corporate image and customer satisfaction, then PT. PLN (Persero) as a strategic industry can not deny the existence of CRM in affecting customer satisfaction.

(c) Corporate Image

Kotler and Keller (2016) and Pride and Ferrel (2016) view that the image is a public perception of the company or its products. Hollensen (2015) argues that the image is a picture or concept of assumption about something. The opinion is reinforced by Segoro (2012) who views that the image is an impression that exists in one's mind about the things displayed by the company or product produced through the experience of interacting with the company or product. Corporate image is created from the impression, the feeling as well as the impression of experience about experience interacting with the company or the products offered. Lahap, Ramli, Said, Radzi and Zain (2015) view that corporate image is an important element and must exist when the company seeks to realize customer desires. Omar, Ariffin and Ahmad (2016) see that the company's image has a very urgent urgency to have the company as the company's vital capital for survival. This view reinforces the views of Powers and Barrows (2003) and the opinions of Qin and Prybutok (2008).

Based on these various views, the company image can be called as a brief description of the company created through the accumulation of messages received through the consumer experience when interacting with the company. In the context of PT. PLN (Persero) assessed by the customers that the services provided are still considered less good so that raises a bad corporate image as well. This is obtained after the customers consume services offered and interact with the company can not meet customer needs well as with frequent blackouts done so that the perception of the image or customer expectations of the company also becomes low.

(d) Customer Satisfaction

Satisfaction is the feeling of pleasure or disappointment of someone who comes from the comparison of the impression of a product's performance against expectations. Satisfaction is a sort of comparative step between experience and evaluation results, can produce something spiritually comfortable, not just because it is imagined or expected; Kottler (2010: 235). Meanwhile, according to Engel, Blackwell and Miniard (2003: 178) define satisfaction as a post-consumption evaluation, in which a chosen alternative at least meets or exceeds expectations. In another sense that satisfaction is the level of one's feelings toward a service product where the user has felt something, after comparing with other service products (Panjaitan, 2012: 142).

Zhu, Zang and Yang (2013); Ellinger, Shin, Northington and Adams (2012) and Wong and Zhang (2005) argue that customer satisfaction is a priority aspect that must be considered by the organization or company in order to achieve the goals set. This view is supported by the opinions of Kottler and Keller (2016); Hawkins and Mothersbaugh (2010); Schiffman and Kanuk (2010); Hawkins and Best (2007) and Assael (2004) who see that marketing activities consist of a series of social processes aimed at meeting customer needs in order to create customer satisfaction.

3. METHODOLOGY

This study is an explanatory research that conducted aims to examine the influence between customer relationship management variables and service quality to corporate image and customer satisfaction of PT. PLN East Java, Indonesia. Data were collected using questionnaire and analyzed using the Structural Equation Modelling (SEM) based variance (component based) approach analysis with Partial Least Square Path Modelling (PLS-PM) program package of Version 21 AMOS. Data in the form of subjective answers of the respondents were analyzed in order to obtain an overview of the research variables, which may ultimately provide answers to research problems. The data were processed and presented using the principles of descriptive statistics, whereas for analysis and research hypothesis testing, Partial Least Square (PLS) Equation Modelling (PLS), with the help of Version 21 AMOS were used.

4. RESEARCH INSTRUMENT

Data are obtained using questionnaires were scored according to Likert scale which range between 1 to 5- from strongly disagree to strongly agree. The data obtained also tested for validity and reliability.

5. POPULATION AND SAMPLES

The number of population in this research is 560 medium electricity customers of PT. PLN East Java distribution with the desired level of precision 95% and the number of samples of this study as many as 235 taken with the technique disproportionate stratified random sampling.

6. LATENT VARIABLES AND HYPOTHESES

As described before that this study is conducted in order to analyse the influence of *customer relationship management* dan *service quality* terhadap *corporate image* dan *customer satisfaction* of PT. PLN East Java, Indonesia. Latent variables and hypotheses of the study are described in Table 1 and Figure 1.

Table 1
Latent Variables and Hypotheses

<i>Hypotheses</i>	<i>Exogenous Variables</i>	<i>Endogenous Variables</i>
H1	Customer Relationship Management	Customer Satisfaction
H2	Customer Relationship Management	Corporate Image
H3	Service Quality	Customer Satisfaction
H4	Service Quality	Corporate Image
H5	Corporate Image	Customer Satisfaction

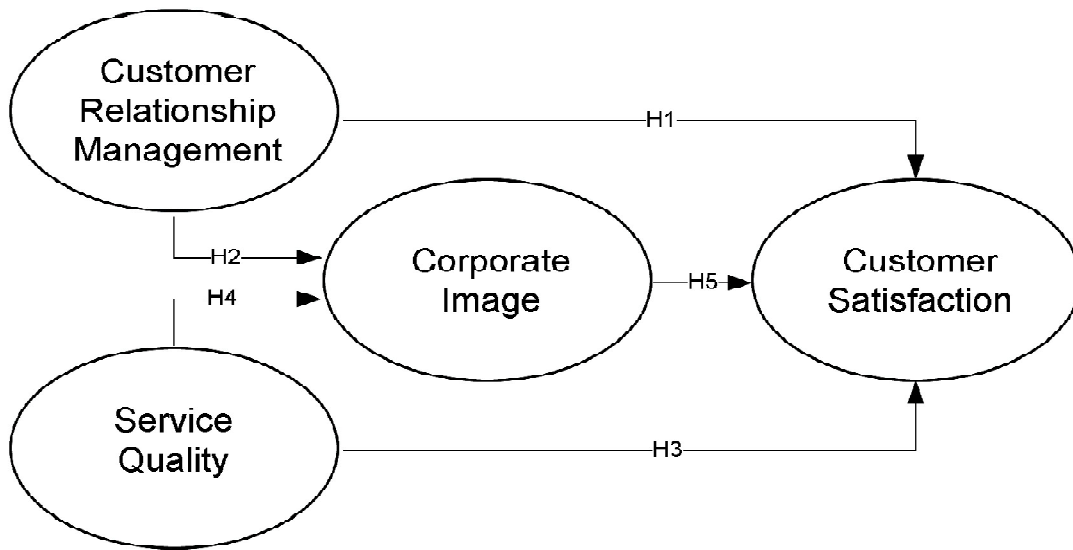


Figure 1: Conceptual Framework

7. RESULTS

(a) Structural Equation Modelling

The result of model test before index modification is a result of arranging model without modification. The modeling is based on the conceptual framework and theoretical development to support this research. Here is a picture of SEM model before index modification is done.

Figure 2 illustrates the relationship between the variables and the structural values of the model whether it has shown a good or fit model, to find out the structural values of the model as a whole can be seen in Table 2. The results of good-fit analysis show that almost all conformity models provide an index In accordance with the recommended (fit).

The model conformity index can also be seen by comparing the model tested with the Root Mean Square of Approximation (RMSEA) model. The average degree of freedom expected in the population and not in the RMSEA sample <0.08 is good fit. The results of data analysis shows that the RMSEA value of 0.006 which shows the number greater than 0.08 so it can be said that the level of suitability of the model in the test can be said fit. GFI is a non-statistical measure that has a range of values between 0 (poor

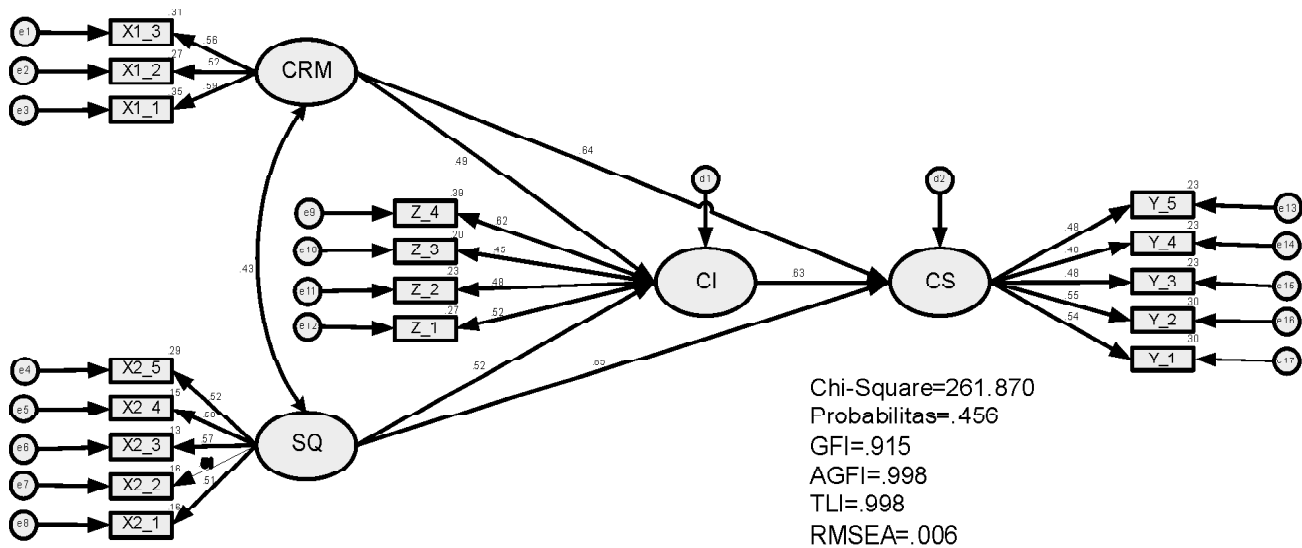


Figure 2: Structural Equation Modelling Standardized Estimation

Table 2
Goodness of fit

Criteria	Model Test Result	Cut-Off	Information
Probabilitas	0.456	> 0,05	Fit
RMSEA	0.006	≤ 0,08	Fit
GFI	0.915	≥ 0,90	Fit
AGFI	0.938	≥ 0,90	Fit
TLI	0.998	≥ 0,95	Fit

fit) to 1.0 (perfect fit). The high score in this index indicates a “better fit”. Based on the results of data analysis obtained a number of 0.915 is a larger number of 0.90 and even close to one, so it can be said that the model tested meets the criteria or fit.

AGFI is a GFI that is adjusted to degrees of freedom adjust to degrees of freedom used to test the acceptability of a model. The recommended value is if the AGFI value is greater than or equal to 0.90. Based on the results Analysis that has been done in this study shows that the value of AGFI of 0.938 is a larger number of 0.90 and even close to one, so it can be said that the model tested can be said to fit or fit.

TLI is an increased fit index alternative that compares a model tested against the baseline model. The recommended value as reference for the acceptance of a model is > 0.95 and a value very close to one indicates a very good suitability. Based on the results of data analysis, obtained TLI of 0.998 so it can be said that the model tested already meet the criteria or have fit.

(b) Hypoteses Test Result

The coefficient value of Standardized Regression influence of Customer Relationship Management to Corporate Image is 0.49, it means that if Customer Relationship Management rises then Corporate Image

also increases by 0.49. Critical Ratio value of 1.79 shows a smaller number with a value of Z of 1.96 and a probability value of 0.37 shows a number above 0.05 and can be called significant, it can be said that the influence of Customer Relationship Management to Corporate Image is not significant, so Hypothesis that states Customer Relationship Management significant effect on Corporate Image rejected.

The value of Standardized Regression coefficient influence Customer Relationship Management to Customer Satisfaction of 0.64, meaning that if Customer Relationship Management goes up then Customer Satisfaction also increases by 0.64. Critical Ratio value of 3.13 shows a larger number with a score of Z-score of 1.96 and probability value also shows the number of 0.01 it can be said that the influence of Customer Relationship Management to Customer Satisfaction is significant, so the hypothesis that states Customer Relationship Management significant To Customer Satisfaction accepted.

The value of coefficient of Standardized Regression influence Service Quality to Corporate Image is 0.52, it means that if Service Quality rises then Corporate Image will only increase by 0.52. Critical Ratio value of 2.40 > 1.96 and the probability of 0.02 shows the number below 0.05 and can be called significant, it can be said that the influence of Service Quality to Corporate Image significant, so the hypothesis that the Service Quality has significant effect on Corporate Image ditrima .

The value of Standardized Regression coefficient of Service Quality to Customer Satisfaction is 0.85, meaning that if Service Quality goes up then Customer Satisfaction also increases by 0.85. Critical Ratio value of 4.65 shows a larger number with a value of Z-score of 1.96 and the value of probability also shows the number of 0.00 it can be said that the influence of Service Quality to Customer Satisfaction is significant, so the hypothesis that states Service Quality significantly influence the Customer Satisfaction accepted.

The value of Standardized Regression coefficient of Corporate Image (Z) to Customer Satisfaction (Y) is 0.63, meaning that if Corporate Image rises then Customer Satisfaction also increases by 0.63 Critical Ratio value of 2.13 indicates a larger number with Z-score of 1.96 And probability value also shows the number of 0.04 it can be said that the influence of Corporate Image (Z) on Customer Satisfaction (Y) is significant, so the hypothesis that the Corporate Image has significant effect on Customer Satisfaction is accepted.

Table 3
Hypotheses Test Result

<i>Hyp.</i>	<i>Effects</i>	<i>Koefisien</i>	<i>C.R.</i>	<i>Prob.</i>	<i>Information</i>
H1	CRM → CS	0,64	3,13	0,01	Significant
H2	CRM → CI	0,49	1,79	0,37	Not Significant
H3	SQ CS	0,85	4,65	0,00	Significant
H4	SQ CI	0,52	2,40	0,02	Significant
H5	CI CS	0,79	5,79	0,03	Significant

8. DISCUSSION

The results of this study prove that customer relationship management variables, price perception, service quality and supply chain management have a positive and significant influence on customer satisfaction

variable. Variable service quality and supply chain management are also proved to have a positive and significant impact on corporate image variables while customer relationship management and price perception variables are not proven to have a significant effect on corporate image. Variable supply chain management is also proven to have the greatest impact on corporate image and customer satisfaction.

Variable customer relationship management with continuity marketing indicators, one to one marketing and partnering program; As well as variable price perception with indicators of purchasing power, customer lifestyle, product benefits and product pricing in other regions did not have a positive and significant impact on corporate image. This is due to the monopolistic competition model run by PLN East Java so that the middle voltage customers who become the sample of this study do not pay much attention to the corporate image because the customer does not have the choice of provision of other electrical services even though the customer assumes the corporate image is not good.

Customer satisfaction variables reflected through 5 indicators of serviceability, courtesy, reliability, tangible, and understanding of the customer were influenced positively and significantly by customer relationship management, service quality, price perception and supply chain management as well as positively and significantly influenced by Corporate image. These findings can be interpreted that satisfied customers of PLN services in East Java are very concerned as well as concerned with customer relationship management, service quality, price perception, supply chain management and corporate image.

The most dominant variable influencing customer satisfaction variable is supply chain management and the most dominant variable affect the corporate image variable as well as supply chain management; So that supply chain management is the most important factor for PLN services in East Java in forming a good corporate image and create customer satisfaction.

The novelty resulting from the findings of this study is the difference of research results about the influence of customer relationship management and price perception of corporate image that is not significant with previous studies that have resulted that customer relationship management and price perception have a positive and significant impact on corporate image. These findings may expand the studies of corporate image.

9. CONCLUSION

This study examines the effect of customer relationship management variables and service quality on corporate image and customer satisfaction. Based on the results of research and discussion that has been done in the previous section it can be concluded that customer relationship management has no positive and significant impact on corporate image. Thus, these findings prove that the hypothesis about the influence of customer relationship management on corporate image is not acceptable. The results of this study extend the results of research from Tsai (2011) and Hendrajaya (2010) because of differences in research findings. On the other hand, Customer relationship management has a positive and significant impact on customer satisfaction. Thus, the results of the study prove that the hypothesis about the influence of customer relationship management to customer satisfaction can be accepted. The results of this study support the research of Alrubaiee and Al-Nazer (2010); Lombard and du Plessis (2012).

While Service quality has a positive and significant impact on corporate image. Thus, the results of the study prove that the hypothesis about the influence of service quality on corporate image can be

accepted. The results of this study support research from Yadav, Dokania and Pathak (2016); Giovanis, Athanasopoulou and Tsoukatos (2016); Andaleeb, Rashid and Rahman (2016) and Tran, Nguyen, Melee and Stupid (2015). Service quality also has a positive and significant impact on customer satisfaction. Thus, the research results prove that the hypothesis about the influence of service quality to customer satisfaction can be accepted. The results of this study support the research of Yeo, Thai and Spirit (2015); Tjoanoto and Kunto (2013); Sia and Subagio (2013); Sutanto and Japariato (2013); Jonathan (2013) and Marshellina and Prabowo (2013).

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