

ABSTRACT

Companies have switched the use of CRM (Customer Relationship Management) to e-CRM (Electronic Customer Relationship Management). It also accordance with the advent of new technologies and given continuing change in consumer needs. E-CRM is a combination of hardware and software, process, applications and commitment of management activities to develop high quality of customer service, and customer's maintenance. However, the slight is known about how various activities may exert differentiated impact on organization the concerned. The purpose of this study was to investigate the impact of e-CRM implementation on customer satisfaction and customer loyalty in the motorcycle industry, using AHASS Putri Jaya Motor Group Brebes as a case study.

This study focuses heavily on the e-CRM features that implemented in AHASS Putri Jaya Motor Group Brebes and detect which features that has greatest effect on the level of satisfaction and loyalty. It is important to maintain a good relationship among customers and the level of customer satisfaction should be prioritized by companies nowadays to survive in intense market competition recently. The study used questionnaire distribution method and there was 110 surveys collected as a sample. Structural Equation Modelling (SEM) tests were applied in this study. The results showed that the e-CRM components (Reminder Service, Product and Service Offered, Pick Up Service, Booking Service, Online Consultation, Online Feedback Platform) would positively affect customer satisfaction and customer loyalty. Furthermore, the customer loyalty cannot stand without the presence of customer loyalty

Keywords: CRM, e-CRM, Customer Loyalty, Customer Satisfaction.