

**THE PERFORMANCE OF RETAILING MIX AND CUSTOMER RELATIONSHIP
MANAGEMENT FOR INCREASING CUSTOMER VALUE AND CORPORATE IMAGE
OF PERTAMINA GASOLINE STATION FOR PUBLIC USE
(A Survey on Pertamina of Gasolin Station For Public Use
Customer in Job Region I)**

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ABSTRACT

This research focus on analysing how to create the favourable brand image to the customer by analysing the customer perception of the performance retailing mix, the customer relationship management, and the customer value. Therefore, Method of Analysis : Descriptive Analysis for: Ha-1 s.d Ha-4 with the present frequency tables, charts and graphs as well as scores and indices. This research also creates some hypothesis Analysis Verifikatif for Analysis ;H-5 s.d. H-8 with Structural Equation Modeling. And test Chi-Squarand, the instrumen of kuisisioner,The analysing unit of this research is the gas station that is managed by Pertamina, and the observation unit is the customer.The research result shows that: (Ha.1) Most indicators of the gas stations' retailing mix shows the positive performance, but some of them not showing the good performance (Ha.2) Most indicators of the gas stations' customer relationship management shows the positive performance, where some of them not showing good performance, reward system, customer gathering (Ha.3) The customer value indacators shows the positive performance, especially on the benefit and cost (monetary, time, energy, physic) (Ha.4) The image of the gas stations shows the positive performance, except on the personnel and location that need some improvements.(Ha.5) The correlation between retailing mix performance and customer relationship management is significant. Eventhough it has a small significant score, this variable should be paid attention (Ha.6) The influence of retailing mix program and the customer relationship management towards the customer value is significant (Ha.7) The influence of retailing mix program and the customer relationship management towards the corporate image is significant (Ha.8)The corellation between customer value and image of the gas station is significant. and p-value= 0,999 > 0,05 Goodness of Fit Index (GFI) = 0,98 has a value approaching 1 Its means that the model is poured into the research paradigm in accordance with the conditions of empirical researchand ,the finnding This research is for create the favourable the brand image to the customer by analysing the customer perception of the performance retailing mix, the customer relationship management, and the customer value from implementsi is good.

Keywords: Retailing Mix Performance, Customer Relationship Management, Customer Value, Corporate Image

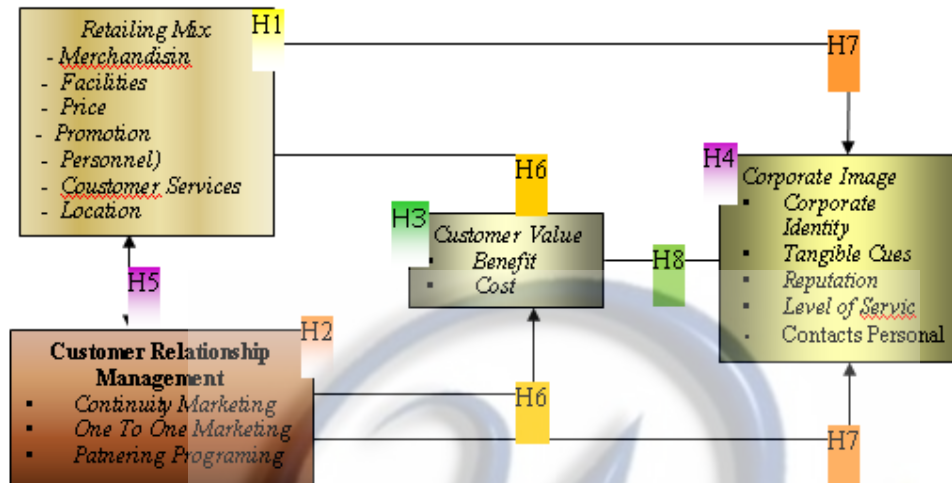
1. Introduction

PERTAMINA is one of government-owned-enterprise that provides direct service to customer, especially in ensuring the provision of the fuel needs to Indonesian citizen through its role on operation the gas station units trough out the regions. In the recent years, this role has been substituted to other private and foreign-owned company, such as Petronas and Shell. This situation resembles the high competition in the national fuel trade to Indonesian Community. Hence, as the national-owned company, Pertamina should improve the performance to gain the competitive advantage to survive in the competition. One of the competitive advantage that should be gained by Pertamina is how to create good image to the customer. This research focus on analysing how to create the favourable image to the customer by analysing the customer perception of the performance retailing mix, the customer relationship management, and the customer value.

2. Theoretical

Retailing Mix is the combination of factors retailers used to satisfy customer's need and influence their purchase decisions. Elements in the retail and service mix offered include merchandise, merchandise pricing, advertising and promotional programs, store design, merchandising displays to customer assistance provided by salespeople, and convenience of store's location. Levy and Weitz (2007:23), and Customer Relationship Management objective is to maintain and create customer loyalty (Zikmund, McLeod and Gilbert, 2003:7). To the ways Customer Relationship Management program consisting of three types namely; continuing marketing, one to one marketing, and partnering (Sheth, Parvatiyar and Shainesh, 2001:11). well done will create Customer Value that is felt is superior (Kotler and Keller, 2007). Customer Value represents the difference between the prospective customer's assessment of all the benefits and all the sacrifice of an offer and accepted alternatives (Kotler and Keller, 2006:133). The dimensions of customer value total includes; product value, service value, personnel value, and image value, while the total cost of customers include: Monetary cost, Time cost, energy, and cost physic. Weitz (2005:8) said to provide Superior customer value so that they can survive and that loyal customers will ultimately depend on the company (customer dependency). Superior customer value will ultimately create a good image of the company customers to the company. Le Blanc & Nguyen, 1995 (Journal) stated that corporate image is formed in the minds of customers through a way to process the information received about the culture, ideology, reputation, well-run business, services, and communication and interaction between the company and the market sasaran.coumpenen brand image: Corporate Identity (name, logo, distinctive features, price, and quality level of ads), Tangible Cues (atmospherics, Décor & ambience, layout, lighting.Building & ground, park area), Reputation (Management style and leadership, action Credibility , Reliable Service, Organization culture focused, customer need.) Level of Service (Variety of service, Access to service, operating procedure,), Contact Person (Friendly and courteous, Appearance, Attitude and behavior, Caring Staff, competences);

3. Paradigm Research and Hipotesis



Hypothesis : Ho: $\rho_{12} = 0$: There is no significant

H₁: $\rho_{12} > 0$: There is a positive and significant

$$t = \frac{\hat{\beta}_{21}}{SE(\hat{\beta}_{21})}$$

Reject Ho if t count > t table at significance level α

Ha.1. Customers feel Performance Retailing Mix carried out the company Pertamina gasoline station has been done:

Ha.2. Customers feel the Customer Relationship Management conducted by the company Pertamina gasoline station has been performing well

Ha.3. Customer feels Customer Value company Pertamina gasolin station high

Ha.4. Corporate Image company Pertamina gasoline stations, have been entirely well in the eyes of its customers

Ha.5. Performance Retailing Mix have a positive with The Customer Relationship Management

Ha.6. Performance Retailing Mix and The Customer Relationship Management partially and simultaneously affect the Customer Value.

Ha.7. Performance Retailing Mix and Customer Relationship Management partially and simultaneously influence the Corporate Image

Ha.8. Customer Value affect the Corporate Image

4. Research Methods

Research Design:

This research also carried out through the design, which consists of exploratory, descriptive, and casual categories. Exploratory research is used in this research to clarify the phenomenon and priority of the research problem through analysing expert opinions and views. Descriptive research is used in this research to identify and describe research variables accurately and clearly. This research also creates some hypothesis which are interrelated and described on the research framework that is based on the Structural Equation Modelling system. The analysing unit of this research is the gas station that is managed by Pertamina, and the observation unit is the customer. Instrumen KuisisionerToo

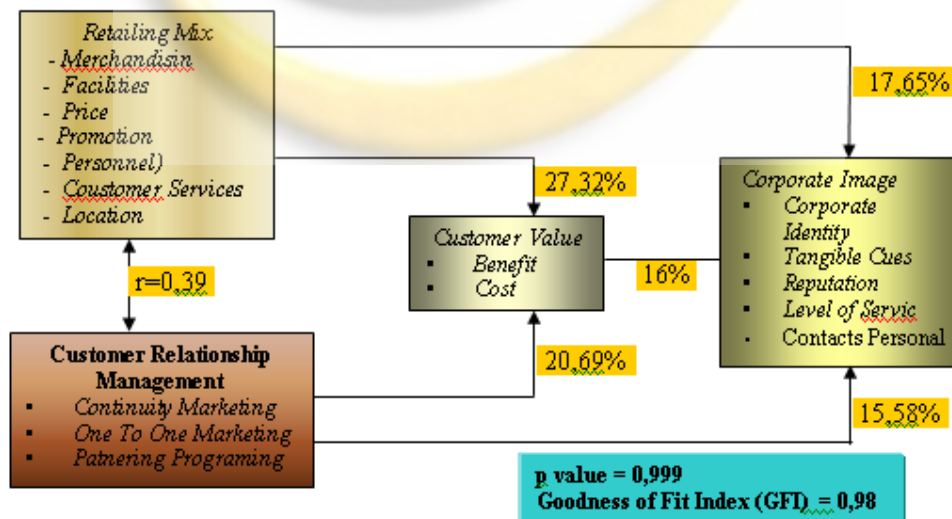
Data Sources & Sampling Techniques :

Sample Size this study has 42 parameters and the number of samples taken at a minimum of 336 and a sample of 350 customers. Sampling techniques : Spread evenly divided sample in each area of research with random sampling techniques and interviews conducted on customers who come to the pump selected by systematic random sampling technique. Instrumen Kuisisioner.

Method of Analysis :

Descriptive Analysis for: H-1 sd. H-4 with the present frequency tables, charts and graphs as well as scores and indices. Analysis Verifikatif for Analysis ;
H-5 s.d. H-8 with Structural Equation Modeling. And test Chi-Square.

5. Finding of the Research



Hypothesis 1: Retailing Mix Company held Pertamina gasolin stations have not been effective (T-1)

*Performance Retailing Mix * Perception Crosstabulation*

Indicator	God	sufficient	insufficient	Total
Merchandising	139	139	72	350
	39.7%	39.7%	20.6%	100.0%
Facilities	96	178	76	350
	27.4%	50.9%	21.7%	100.0%
Price	233	89	28	350
	66.6%	25.4%	8.0%	100.0%
Promotion	66	185	99	350
	18.9%	52.9%	28.3%	100.0%
Personnel	120	170	60	350
	34.3%	48.6%	17.1%	100.0%
Customer service	87	148	115	350
	24.9%	42.3%	32.9%	100.0%
Store Location	220	109	21	350
	62.86%	31.14%	6.00%	100.0%
Total	961	1018	471	2450
	39.22%	41.55%	19.22%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	345.987 ^a	12	.000
Likelihood Ratio	353.086	12	.000
Linear-by-Linear Association	4.501	1	.034
N of Valid Cases	2450		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 67.29.

- customer perceptions about the performance of retail sales in the region of Pertamina gas stations I was pretty good with a percentage of 41.6%
- Chi-Square value of 345.987 with Probability less than 0.05 so the perception is significant.

Hypothesis 2: Customers feel that Customer Relationship Management conducted by the gasoline company Pertamina has not done well. (T-2)

*Customer Relationship Management * Perception Crosstabulation*

Indikator	God	sufficien	insufficien	Total
Continuity Marketing	85	138	127	350
	24.29%	39.43%	36.29%	100.00%
One to one marketing	86	121	143	350
	24.57%	34.57%	40.86%	100.00%
Partnering programme	71	111	168	350
	20.29%	31.71%	48.00%	100.00%
Total	242	370	438	1050
	23.05%	35.24%	41.71%	100.00%

Customer Relationship Management Pertamina gas stations tend to be around less well (41.7%)

- Chi-Square value of 10.615 with Probability less than 0.05 so the perception is significant.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.615 ^a	4	.031
Likelihood Ratio	10.591	4	.032
Linear-by-Linear Association	7.046	1	.008
N of Valid Cases	1050		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 80.67.

Hypothesis 3: Customer feels Customer Value company Pertamina gas stations are still low. (T-3)

Customer Value *Perseption Crosstabulation

Indikator	Hight	Middle	Low	Total
Benefit	126	161	63	350
	36.00%	46.00%	18.00%	100.00%
Cost	61	191	98	350
	17.43%	54.57%	28.00%	100.00%
Total	187	352	161	700
	26.71%	50.29%	23.00%	100.00%

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.759 ^a	2	.000
Likelihood Ratio	33.302	2	.000
Linear-by-Linear Association	28.774	1	.000
N of Valid Cases	700		

^a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 80.50.

- Value of petrol stations said to be high if customers high and Cost Benefit low. Results showed that the Benefit likely to be around are heading lower, while low to the high Cost of Low Value customers so that the ratio is still considered low.
- value of 32.759 with Probability less than 0.05 so the perception is significant.

Hypothesis 4: Corporate Image company Pertamina gas stations, not entirely well in the eyes

Corporate Image *Perseption Crosstabulation

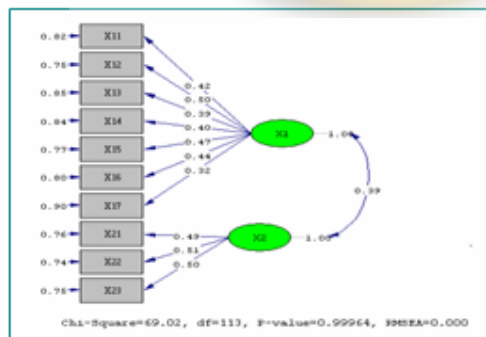
Indikator	God	Sufficient	Insufficient	Total
Corporate Identity	189	149	12	350
	54.00%	42.57%	3.43%	100.00%
Tangible cues	108	151	91	350
	30.86%	43.14%	26.00%	100.00%
Reputation	111	196	43	350
	31.71%	56.00%	12.29%	100.00%
Level of service	64	193	93	350
	18.29%	55.14%	26.57%	100.00%
Contact Person	112	170	68	350
	32.00%	48.57%	19.43%	100.00%
Total	584	850	307	1750
	33.37%	49.09%	17.54%	100.00%

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	157.737 ^a	8	.000
Likelihood Ratio	171.789	8	.000
Linear-by-Linear Association	57.421	1	.000
N of Valid Cases	1750		

^a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 61.40.

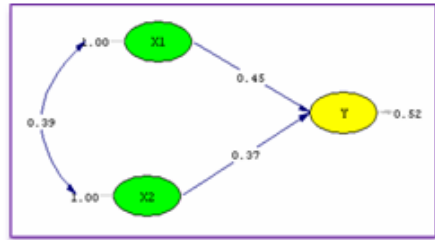
- Pertamina gas station image quite well (49.1%) but not completely well
- Chi-Square value of 151.737 with Probability less than 0.05 so the perception is significant.

Hypothesis 5: Retailing Mix have a positive relationship with Customer Relationship Management



the relationship between these two independent variables are above 0.39 means that although the relationship between the two variables is quite small but significant shows that the company's efforts in developing relationships with its customers is also part of the company's efforts to mix retail sales

Hypothesis 6 : Performance Retailing Mix and Customer Relationship Management partially and simultane ously affect the Customer Value.



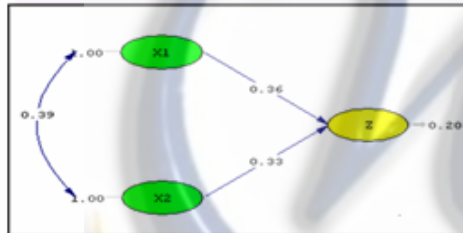
Variabel	%
Retailing Mix	27.31
Customer Relationship Management	20.69
Total	48.00

$$0.45^2 \times 100\% = 20,61\%$$

$$0,45 \times 0,39 \times 0,37 \times 100\% = 6,70\%$$

$$= 27,31\%$$

Hypothesis 7 : Performance Retailing Mix and Customer Relationship Management partially and simultaneously influence the Corporate Image.



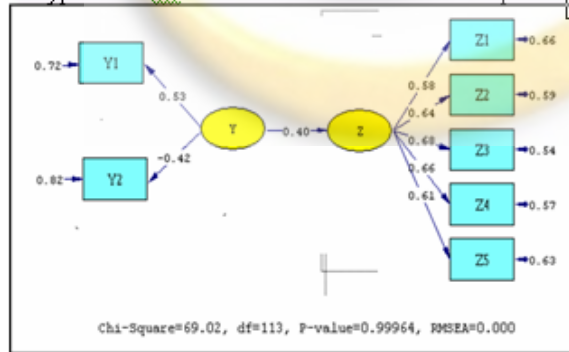
Variable	%
Retailing Mix	17.65
Customer Relationship Management	15.58
Total	33.24

$$0,36^2 \times 100\% = 12,96\%$$

$$0,36 \times 0,39 \times 0,33 \times 100\% = 4,695$$

$$= 17,65\%$$

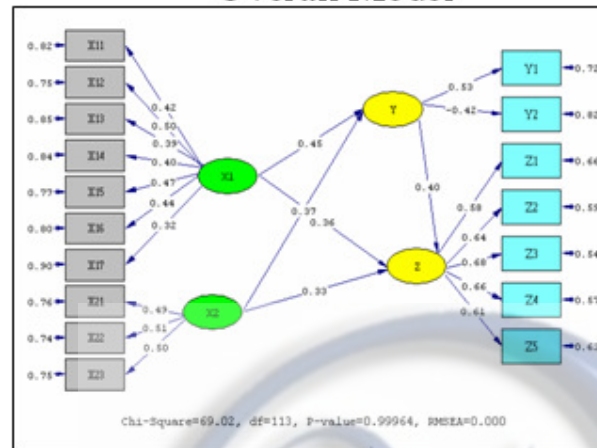
Hypothesis 8 : Customer Value affect the Corporate Image



Variable	%
Costumer Value	16

$$0,40^2 \times 100\% = 16\%$$

Overall Model



$p\text{-value} = 0,999 > 0,05$

Goodness of Fit Index (GFI) = 0,98 has a value approaching 1

Its means that the model is poured into the research paradigm in accordance with the conditions of empirical research *

Measurement Model

Variabel	Indicator	Factor Loadings	Uji t
Retailing Mix (X1)	Facility	0.50	8.1
	Personal	0.47	7.73
	Customer Services	0.44	7.19
	Merchandising	0.42	6.77
	Promotion	0.4	6.52
	Price	0.39	6.32
	Location	0.32	5.02
Customer Relationship Management (X2)	One to one Marketing	0.51	7.44
	Partnering Programin	0.5	7.28
	Continuity Marketing	0.49	7.15
Costumers Value (Y)	Benefit	0.53	4.16
	Cost	-0.42	-4.13
Coporate Images (Z)	Reputation	0.68	5.04
	Level of Service	0.66	5.02
	Tengible	0.64	5
	Corporate Identity	0.58	4.9

Conceptually era of marketing shifted from transactional business into relational era, but in the gas station business is transactional not relational

Findings Implications of Development Theory,

- Conceptual there are 7 Retailing Mix (according to Levy and Weitz) was applied to the pump business, there are 5 of the most dominant element of the facilities, personnel, customer service, merchandising and temporary Marketing promotion, price and location to be an element that is not dominant in this business because in setting up retail outlets location must meet specified criteria and prices follow government rules.

- Although currently the Customer Relationship Management, aspect but has not become the dominant aspect of the future need to be considered to perform the customer relationship management, development that focuses on one-to-one marketing element that is part of the concept of the Customer Relationship Management, (Seth partivyar). The usefulness of this aspect is to know the profile of the customer, customer purchasing patterns that can be used as the basic consideration in customer intimacy program (customer gathering, conference gifts and customers) are able to stimulate cross-selling (buying outside of major product lines)
- Conceptual consists of for Customer Value benefits and cost for, In an effort to improve customer value by improving the gas station on the business benefits of core products, sevice services, people and corporate image

Among Findings Implications for Managing World Business Practical gasoline station

- The findings for the development of the theory in the world is expected to be applied to the practical businnes gas station manager

6. Counclution and Future Recommendation

Counclution:

- Customer perception about the performance of Retailing Mix by Pertamina gas stations in the Work Area I is not good, which is an indicator that should be improved Customer service, promotion, personnel and facilities, while considered better is store location
- Respondents' perceptions of Customer Relationship Management that have been carried out by Pertamina gas stations are considered unfavorable, where the one-to-one marketing is the most reliable indicator is not optimal do
- Customer Value at Pertamina gas stations in the working area of Level I in terms of bennefit has provided good benefits through the availability of fuel, speed of service and response officer. In terms of sacrifices are issued, the customer is still considered low, so that the customer value is quite high
- Corporate Image of Pertamina gas stations in the Work Area Level I is generally considered good enough where coorporate identity is considered the best indicator of Pertamina gas station manager, while
- There is a significant Retailing Mix and Customer Relationship Management
- There is a significant effect of Retailing Mix, the Customer Relationship Management, to Customer Value where the largest contribution comes from the performance of the Retailing Mix so that it can be concluded
- A significant difference either partially or simultaneously between Performance Retailing Mix and Customer Relationship Management on the Corporate Image of the company in which the performance of Retailing Mix indicate a higher contribution than Customer Relationship Management
- There is a significant effect of customer value on the Corporate Image of the company in which the benefits higher than sacrifices costs

7. Future Recommendation:

❖ *Retailing Mix* :

- There needs to be planning and control in the right Merchandising on any product offered or sold, namely gasoline and oil, as well as the completeness of the classification of each

gasoline station products to customers. This is important so that all the products offered and sold by the gasoline station to its customers, remain available.

- The facilities provided in the vicinity of the station gasoline need to be equipped and well cared for by the manager gasoline station, to improve productivity and corporate image gasoline station, the facilities provided by the manager of the station including gasoline atmosphere and the physical layout of the store should be able to facilitate and not difficult for customers to reach the facility. Cleanliness and comfort facilities should be clean. Completed facility must be at least should be available: toilets, mosque, mini market, a means of changing the oil, add the wind, shop for the sale of lubricants with good settings, to facilitate customers get the product oil. Clarity of message in Sain Box to inform all of the products offered and the facility layout information and clear directions on the location of gasoline stations.
- Need to determine a pricing strategy that draws on lubricant products, so it can compete with other oil sellers Example: can competition price with workshop. Pricing is cheaper, because the gasoline station is the direct agent of Pertamina.
- Employers should serve gasoline station promotion regularly to promote their business using the tips that support and strengthen the position, company image, and carry out exciting promotions such as advertising on radio, TV, newspapers and other electronic media. Example: vamflet "Pasti Pas" gasoline station is located on site.
- The gas station attendant and the employer must be able to keep the product / merchandise remain clean and setting products sequentially, learn design and specifications, warranty, and the warranty of each product group and displaying new products come with quickly able to serve customers with well, by way of response to the needs and desires of the customer is, Example: Serving customers quickly when filling gasoline. Gasoline station attendant should be able to sell and offer products that are offered at the gasoline station. Example: Suggest to the customer to change the oil on a regular basis with the products provided in the gasoline station. Officers must have knowledge of all products offered.
- Officers and Party busines gasoline station must ensure the ease and speed with complete payment processing payment services and security in the neighborhood gasoline station Example: payment via ATM, Credit Card. Debit and speed the process of being served in the process of filling gasoline.
- Placement of gasoline station location yet to be reviewed more closely, especially still not fixed or lack of placement gasoline station on the path to the location outside the city. The distance from one location to another gasoline station is still very far away, and place the location of gas stations on the main line or place it in par location of gasoline stations in the congested lanes of vehicles.

❖ **Customer Relationship Management:**

- There needs to be continuity marketing programs on types of business customers, which each gasoline station customers implemented in the form of a special program on sourcing agreements which include: single sourcing, dual sourcing and network sourcing, as well as just-in-time sourcing agreement, which is attractive and beneficial to the customer and employers gasoline station, for example: giving rewards to each customer on a particular purchase amount will be prizes or lottery tickets, exchange with interesting souvenirs to customers.
- One to one marketing program that granted employers the gasoline station customers should continue to be made and presented in an interesting, and complete customer conference event for the purpose of exchanging opinions, sharing information from

employers, gasoline station and appeal to customers in the gift of the day . Example: gathering with customers and providing T-shirts or holiday greeting.

- Program partnering or co-marketing, which is a partnership between the customer and the marketer to serve the needs of the end customer, needed Example: Should intertwined partnering with other companies to meet the needs of additional facilities in the area gasoline station, partnering with the Bank for customer needs, partnering with other retail establishments for example, Yo'mart partnering with entrepreneurs workshop, and realized Pertamina gasoline station Convenience Store and Cafe Bright.

❖ Customer Value:

- It should be stressed to employers to increase the gasoline station with the following program benefits "Pertamina Way"
- All employers gasoline station in Indonesia are required to follow the program and get certified Way "Pertamina Pasti Pas", and continued to get Sertifican Pertamina gas station Convenience Store and Cafe Bright.
- Always improving customer value, taking into account the desires and needs of its customers, as well as services to its customers.

❖ Corporate Image:

- To improve the image of the Company gasoline station, gasoline station employers must improve mix performance and Retail Sales Management Building *Customer Relationship Management* appropriately and continue with an exciting program with great benefits and good for both parties. (Meet Customer, the establishment of good cooperation with other companies, looking for repeat customers).

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