

The Influence Of Customer Relation On Customer Value Of Universitas Sangga Buana YPKP Bandung

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ABSTRACT

This research aimed is to know about how the customer relation will affect customer values from Universitas Sangga Buana YPKP's students. The customer relation has been carried out by university management party until today has been good, but there are still any other problems, for example, many students go out from this university and select other university and its students have less competitive power. Consequently, the problems would be approached in this research from customer relation concept and theory and its customer value itself. The explanatory research method is used in this research is to attribute its relationship with the third research objective. This method is selected because author wishes to see what's reasons for appearance of the phenomenon. Other factors that affect toward USB YPKP students's customer value formation, among other are : promotion efforts launched by university management, less sense of belonging from its alumni so that it does not grow up university brand, and innovative drawbacks from management party in challenging global competition. Another variables such as the promotion efforts, sense of belonging, innovative drawbacks can be used in the next research to discover the customer values.

Keywords : Customer Relation and Customer Value.

1. INTRODUCTION

In Indonesia, education became one of the most important sector in national development, which is used as the mainstay of education to function as closely as possible in order to improve the quality and quality of life of Indonesian society. With an integrated and quality education, human resources in a country will have high value. The reason is the science knowledge they have can be used to create new innovations that can improve the quality as a whole human life and as a preparation to face the challenges of competition, especially in the face of global competition.

With the increasing number of colleges that exist, then arises the competition in offering superior facilities and pre-owned facilities by each college. Intense competition led to any educational institution trying to offer the best quality, so that the benefits received by the customers becomes greater. Ultimately increase the value (value) for its students.

Just like other universities, the Sangga Buana University (formerly STIE YPKP), which is one of Private Universities in Bandung, also tried to apply the value in the public eyes, especially students from the university itself to compete with other private universities.

Based on observation, the growth rate Sangga Buana University students who signed up based on the number of applicants has decreased from year to year, this can be seen from the number of students who enroll in these last years. This is thought to competition among private universities (private universities) in Bandung increasingly stringent, each PTS offers a wide range of facilities that their owned. Sangga Buana University offers many facilities that they owned, but still lost by other PTS-PTS also offers the same advantages. After the change of the name, hopefully a better change in service delivery systems conducted by the academic field in order to create good customer relations is also among the university with students to enhance customer value, in this case the students from USB-YPKP .

Based on the introduction above, **the purpose of this research** was to determine the extent of *Customer Relations* by USB-YPKP and to determine the effect made by the *Customer Relation* YPKP USB towards The Customer Value from students. The results of this studies are expected to contribute and additional useful information for the management of Sangga Buana University in an effort to improve the quality of education service system and determine the most appropriate form of service to improve the quality of education.

2. LITERATURE REVIEW

Relationship marketing (RM) is a newest knowledge application of individual customer in product and service designed which have interactive communication in order to develop a consistent and mutual relationship. The main assumption of Customer Relationship Management (CRM) are the same RM which is to develop long-term relationship with customer are the best way to create customer loyalty. And, a loyal customer tend to profitable than the unloyal customer [6].

According to Payne, CRM was a strategical process in identify customer segmentation, micro segment or individual customer, with developing integrated program which maximize the customer value or customer life cycle to organization through widening the segment market, enhance profitable activities. This day, company strategy focused on to maintain customer than to get new business [3].

CRM concentrates on what is considered to customers (*what customer values*) and not on what the company wants to sell. Actually goal finally CRM is how companies build customer loyalty. Because at its core during the interests of the customer's premises served well, then they will remain with the company. In the process of "serving" customers, actually seen the existence of a process to build a trust (trust). The ultimate objective of CRM is to build trust, so far as possible to create a lifelong loyalty from its customers. This means that CRM is a creator of long-term profit.

Customer-perceived value (CPV) is the difference Between the prospective customers valuation of all the benefits and all the costs of an offering and the perceived alternatives. Total customer benefits is the perceived monetary value of the bundle of economic, functional, and psychological benefits customers expect from a given market offering because of the products, services, personnel and image involved. Total customer cost is the perceived bundle of costs customers incur in Evaluating Expect to, obtaining, using and disposing of the given market offering, including monetary, time, energy, and psychological costs [2]. So, the value received by customers is the difference or the ratio between the total value for customers and total customer cost. Total value for customers is a collection of expected benefit obtained by the customer such as products, services, employees, and imagery. While the total cost of the customer is a collection of sacrifice that is expected customers will occur in evaluating, acquiring and using specific products or services such as monetary cost, time, energy, and thoughts.

Thus, customers are required advantages and service of products such services. Apart from spend money, customers also spend time, energy and mind to get a product.

While Zeithaml and Bitner defines value as the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given [7]. So, values are related with customer perception from benefits which they get rather than spending cost like money, time, and effort. The customer may menganggap that the quality which give from the company are good and may the customer has a satisfaction experience with this company. But, maybe he's didn't get a value if dibandingkan with spending cost to get the quality from that company.

Based on the above framework, the authors propose hypotheses for problem identification and research purposes as follows:

"Customer relations USB YPKP have a significant impact on the students' value."

Hypothesis testing between the customer relation to the value of students, expressed with statistical hypothesis as follows:

Ho: $\beta \leq 0$ is No positive and significant influence of customer relation USB YPKP against the students' value.

H1: $\beta > 0$ is positive and significant influence of customer relation USB YPKP against the students' value.

To test the overall model significance, used t test statistics as follows [5] :

$$t_{\text{count}} = \frac{b}{S_b} \quad \text{OR} \quad t_{\text{count}} = \frac{b}{\sqrt{Se^2 / \sum xi^2}}$$

Test Criteria:

- a. If the $t_{\text{count}} > t_{\text{table}}$, then reject the hypothesis H_0
- b. If $t < t_{\text{table}}$, then accept the hypothesis H_0
- c. $T_{\text{table}} = t_{\alpha(n-2)}$

3. METHOD

This research consisted of three goals. The first and second objective is to determine customer response on customer relation and customer value-YPKP USB. Disclosure of the three goals of the research uses descriptive research method. This type of research data for the second goal was the qualitative research. As for the third research goal is to know how big influence on the value of customer relation customer research is used verificative with research that uses research data using quantitative data.

The unit of analysis or observation is a USB-YPKP Bandung students who are actively following the lecture. The spread of respondents performed in 115 respondents will be deployed on the campus of the USB-YPKP located on the Jalan PHH Mustafa Bandung. The data required in this research consisted of two sources, namely: the results of research in the field (primary data) and data already available prior to this research (secondary data). The sampling technique is carried out systematic random sampling method of sampling that is derived from the probability sampling. The samples taken are as many as 115 people. Collecting data in this research carried out by two techniques namely field research through questionnaires, interviews and observation, and library research.

This research used customer relations as **independent variables**, where the customer relation operationalization of variables **measured by using indicators and measurement units as follows**: recognition was measured by using an indicator known brands level of convenience, easy to recognize logos, packaging and easy knowing and recognize the design of USB YPKP. Reputation is measured by the level of quality and benefits of the product itself. Meanwhile, the affinity measured by the level of interest in the ad, the curiosity of the product, understanding the product, and suitable lifestyle. Furthermore, a unit of measurement for the domain is the level of knowledge of product differentiation.

Meanwhile, this research used **customer value as the dependent variable** in which the operationalization of variables **measured by using indicators and measurement units as follows**: first, the benefit will be measured by the level of facilities with Investment Galleries and Tax Corner, Tax Brevet facilities, staff competence in serving, and USB-YPKP strategic location. Meanwhile, the cost is measured by the level of price, time to get service, manpower needed to get service, and comfort level using the service.

4. DISCUSSION

To testing the validity of questionnaire items, use the product-moment correlation method of Pearson (*Pearson Product-Moment Correlation coefficient*). The calculation of validity coefficients used with the help of *SPSS 16 for Windows software*. Item declared valid if the values of *Pearson Product-Moment Correlation* greater than the critical value. Critical r value is set at 0.3 [5]. Results of testing the validity coefficient is greater than the critical r, so it can be concluded that the items are valid and the items used to measure the variables customer relation and customer value able to produce accurate data in accordance with the purpose of research.

Methods of measuring the reliability of the technique used is the method of Cronbach (Cronbach Alpha Coefficient), is looking for the reliability of the instrument that score was not 0-1, but a range between some values. To counting, author use the help of *SPSS 16 for Windows software*.

Table 1. Result of Reliability Testing

Variable	Reliability Coefficient
Customer Relation (X)	0,985
Customer Value (Y)	0,857

After conducted the testing by using SPSS 16 for Windows, Cronbach alpha values obtained for the whole variable is worth more than 0.5. Appropriate with the provisions of [1], the question is said to reliable if it is worth more than 0.5. Means research instrument for the variable customer relation and student's value otherwise reliable.

Raw data processing is done by only the incoming data are grouped and tabulated by then given an explanation. Then look for the answers to each element average using the formula:

$$Average_score = \frac{\sum (frequency * weight)}{\sum sample(n)}$$

The statistical analysis used by the authors is a simple regression analysis. Data results of questionnaires that are raised to ordinal scales of measurement interval with the help of MSI programs. After the data modified in the form interval, then a simple regression analysis was done in order to analyze the effect of variable customer relation to student's value.

4.1. Student Perceptions of Customer Relation and Customer Value USB-YPKP

4.1.1. Student Perceptions of Customer Relation USB YPKP

Scores of respondents from each of the indicators in the customer relation is derived as follows: ideal score (if each item gets the highest score) multiplied by the number of items multiplied by the number of respondents question, that is equal to: $1 \times 4 \times 115 = 460$. Lowest score (if each item received the lowest score) multiplied by the number of items multiplied by the number of respondents question, that is equal to: $1 \times 1 \times 115 = 115$. After that, created a range of scores and then divided into 5 (five) categories. Perceptions of students about the customer relation is shown in Table 2 below:

Table 2. Student Perceptions of Customer Relation USB YPKP

NO	INDICATOR	SCORE	CATEGORY
1	Activeness of academic employee	461	Active
2	Computerization System	453	Sophisticated
3	Students services process	422	Good
4	Intensity of information delivery	454	Often
5	The total of information that delivered	493	A lot
6	The quality of USB-YPKP lecturer Bandung	465	Good
7	The quality of academic employee	453	Good
8	The quality of administration employee	424	Good
TOTAL		3.625	Good

Source: field data processing, October 2007

Based on Table 2, the classification of the total score indicates that students' perceptions of the USB YPKP customer relation is in good category. This indicates that the efforts made by the USB YPKP already good in the eyes of students where the college can maintain relationships with students.

4.1.2. Student Perceptions of Customer Value

Scores of respondents from each of the indicators in the variable value of customers acquired in the same manner as in the variable customer relation. Customer perception of customer value are shown in Table 3 below:

Table 3. Student Perceptions of Customer Value

NO	INDICATOR	SCORE	CATEGORY
1	The advantages of Investment Galery and BEJ corner	394	Useful
2	The advantages of Tax Brevet	394	Useful
3	The advantages of academic services	463	Useful
4	The advantages of Strategic Location	396	Useful
Sub Total		2.067	Useful
5	The sacrifice of college fee	493	Very Cheap
6	The time sacrifice for following the lecture	399	A little
7	The physical sacrifice for following the lecture	394	Small
8	The phsicology sacrifice for following the lecture	393	Small
Sub Total		2.031	A Little
TOTAL		4.098	High

Source: field data processing, October 2007

From the above table in mind that customer value is in the high classification. This indicates that the products and services delivered by the USB YPKP been good in the students eyes.

From table 3. above, we can note that the total value for the benefit is 2067. While the total value for the cost amounted to 2031. Hence the value of USB customers YPKP are as follows:

$$Value = \frac{Benefit}{Cost} = \frac{2067}{2031} = 1.02$$



From the above calculation is known that student value more than one at USB YPKP. This indicates that the benefits received by students is greater when compared with the costs they must spent. However, customer value above this one is not necessarily better when compared with the value customers from competitors.

4.2. Effect of Customer Relation and Customer Value USB-YPKP

Analysis of the influence of customer relation to customer value is quantitatively and qualitatively, is to analyze data using statistical tools and the results were given an explanation. This section will be an analysis of the data processing by using simple regression analysis.

As was revealed earlier that in order to test the truth of the major hypotheses in this research, can be seen in the calculation of correlation coefficient between variables. According [5] correlation number above 0.5 indicates a fairly strong correlation, on the contrary, if lower than 0.5 the correlation was weak. The result can be seen in the following table:

Tabel 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.707 ^a	.500	.495	1.94073

a. Predictors: (Constant), Customer Relation

The above table is known that the coefficient of determination (R^2) of 0.5 means that 50 percent of the variability in customer value variable can be explained by the variable customer relation.

Then, to test whether there is a strong influence between customer relation and hence can be seen student value of the test results as follows:

Table 5. Anova Model

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	424.968	1	424.968	112.831	.000 ^a
	Residual	425.606	113	3.766		
	Total	850.574	114			

a. Predictors: (Constant), Customer

b. Dependent Variable: Value

Based on calculations derived SPSS calculated F value of 112.831. Where the criteria for rejection of H_0 , if: F_{count} greater than F_{table} or $F_0 > F_{\alpha, 1, n-1}$, by taking the significance level (α) of 5%, then from F distribution table F_{table} got value for $F_{0.05, 1, 114} = 3.92$. Because 112.831 is greater than 3.92 and sig F of 0.000 then H_0 is rejected. This means it can be concluded that there was a linear relationship between the customer relation and values of students. It can also mean that there are significant customer relation to student registration for the determination coefficient value (R^2) that is 50 percent.

Meanwhile, to test in order to know how significant is the effect of variable customer relation to the value of students who were tested with t test, the results are as follows:

Table 6. Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-10.414	2.075		-5.020	.000
	Experiential	1.207	.114	.707	10.622	.000

a. Dependent Variable: Value

From results of calculation program SPSS path coefficient is as follows :

- Criteria for rejection of H_0 , if: t_{count} greater than t_{table} or $t_0 > t_{\alpha, 1, n-3}$
- Beta coefficient for the customer relation is 0.702, obtained by value t_{count} of 10.622 to take the α significance level of 5 percent, then the value t_{table} or $t_{0,025, 114} = 1.98$, then reject H_0 or in other words, customer relation affect the students' scores.

From the test results of structural equation coefficients are as follows:

Student Value = 0.71 Customer Relation + ϵ

To analyze the effect of variable customer relation to students value then used the table below for ease in calculation :

Table 7. Variable Effect

Variable	Coefficient	Effect
Customer relation	0,71	50,41%
Residue Factor		49,59%

5. CONCLUSION

From the research results known customer relation is significantly affect the Customer Value of University Students Sangga Buana YPKP Bandung. From the calculation results proved by the score of 50.41%, this proves that the customer relation significantly influence customer value. While the rest that is equal to 49.59% are other factors that have a significant impact on student's value. Influences such as: lack of promotion made by the management of the USB-YPKP Bandung, the lack of sense of belonging from the alumni of the USB-YPKP Bandung, the delay from the USB-YPKP Bandung in anticipation of changes in terms of lack of innovations that made the USB-YPKP Bandung in the consumer interest, the image of ordinary people who considered that the lack of guarantee that graduates will be hired at the well-known companies.

Customer Relations who until recently supervised by the USB-YPKP is so good, but will be even better if improved. For example, the university doing things, such as: provision of facilities and facilities that support the lecture, the interaction between the university with a student to continue to maintain the development of student study, and the openness in various aspects of the university to the students.

A vigorous campaign and focus can be done to attract prospective students to apply to a USB-YPKP Bandung. Planting a high sense of belonging to the students of Bandung for the USB-YPKP between universities and students themselves have a high sense of attachment. In addition, innovations and breakthroughs needed for USB-YPKP can compete with other private universities already more advanced and modern. Implementation of these is to increase the value of the USB-YPKP in the eyes of the customer.

Subsequent research could be done by looking at about a better effort in establishing relationships with customers as well as the most appropriate form of promotion to be done by the Sangga Buana University for students not only proud of the university but also seeks to build and promote Sangga Buana University YPKP Bandung in the future.

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