The Performance Of Retailing Mix And Customer Relationship Management For Increasing Customer Value And Corporate Image Of PT. Hanan Boga Rasa Cathering, Snack And Bakery

Mariana Rachmawati [1], Silvia Novianti Priatna[2] , Wandi Kurniadi[3]

[1]WIDYATAMA UNIVERSITY BANDUNG 2021
[2]WIDYATAMA UNIVERSITY BANDUNG 2021
[3]WIDYATAMA UNIVERSITY BANDUNG 2021
[1]mariana.rachmawati@widyatama.ac.id ,[2]silvianoviantipriatna@gmail.com ,[3]wandi.kurniadi@widyatama.ac.id

Abstract: Along with the times, developments in the retail business are very important for the community, this is due not only to changes in people's shopping patterns which are increasingly selective, but also because of differences in consumer perspectives on the retail business, especially the Cathering Business which was initially seen as merely a provider. food and service alone, is now an increasingly innovative and dynamic business. 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 PT Hanan Boga Rasa Chatering Bussines, and the observation unit is the customer. The research result shows that , Most indicators of the Chatering Bussines PT Hanan Boga Rasa retailing mix shows the positive performance, but some of them not showing the good performance , Most indicators of the Chatering Bussines PT Hanan Boga Rasa ' customer relationship management shows the positive performance, where some of them not showing good performance, i.e.: reward system, customer gathering , The customer value indacators shows the positive performance, especially on the benefit and cost (monetery, time, energy, physic , The image of the gas stations shows the positive performance, except on the personnel and location that need some improvements., 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, The influence of retailing mix program and the customer relationship management towards the customer value is significant, The influence of retailing mix program and the customer relationship management towards the corporate image is significant . The corellation between customer value and image of the Chatering Bussines PT Hanan Boga Rasa significant.

Keywords: retailing mix performance, customer relationship management, customer value,

1. Introduction

Business activities have entered the era of globalization, where the economic situation and climate of the business world are increasingly colored by the intensity of competition between companies in their own country and foreign and multinational companies, and are also supported by increasingly rapid advances in technology and communication, so that people in the whole world will be easier to relate to each other without obstacles, this has led to the development of the market for goods and services, increasingly rapid and innovative in their implementation, in accordance with the current times. Along with the times, developments in the retail business are very important for the community, this is due not only to changes in people's shopping patterns which are increasingly selective, but also because of differences in consumer perspectives on the retail business, especially the Cathering Business which was initially seen as merely a provider. food and service alone, is now an increasingly innovative and dynamic business.

Some experts reveal the concept of retail sales that can be applied to Cathering Business Services companies in enhancing the company's image, as is the case with Kotler and Keller (2013), who argue that retail sales include activities that involve selling products or services directly to end consumers. . Meanwhile, according to Dunne (2005), retail sales are the steps needed to provide products and services for end consumers. Meanwhile, according to Berman (2004), retail sales are the last level of the distribution process, in which there are business activities in the sale of goods or services to consumers. The performance of the elements of the retail sales mix that can be controlled by the company consists of seven components, namely: *merchandising, facilities, price, promotion, location, service,* dan *personnel.*

However, in running the Cathering Business, PT. Hanan Catering Rasa is not only the performance of the retail sales mix that is important for this Cathering Business company, but the application of Customer Relation Management is equally important, because Customer Relation Management is a strategy in obtaining, maintaining and selectively selecting partners / partners to create superior value. for companies and consumers. This has not been addressed effectively by the Cathering Business entrepreneurs. The end result of the goal of Customer Relation Management for these Cathering Business entrepreneurs, especially PT. Hanan Boga Rasa is creating a unique company asset, which is called a marketing network, this involves the company and stakeholders, who are the supporters (customers, employees, suppliers) and with whom the company builds mutually beneficial business relationships Kotler and Keller (2015)

If the implementation of the Retail Sales Mix Performance and Customer Relationship Management is not optimal, it will make the Customer Value and Company Image received by customers (customer value) low, because the costs they have spent are not proportional to the benefits they receive (inferior customer value) so that the business company This gathering is not competitive (disadvantage competitive) and as a result the customers are not satisfied. Meanwhile, the value thought by the customer is the difference between the evaluation of the prospect of all the benefits and costs incurred. Total customer value (total customer value) is the monetary value that is thought of a set of economic, functional, and psychological benefits expected by the customer for a particular market offering. Total customer cost (total customer cost) is a set of costs that customers expect to spend in order to evaluate, obtain, use, discard certain market offers Kotler and Keller (2015; Jovic, 2018). Meanwhile, according to Chan (2013), value is the perception of value owned by customers based on what is obtained and what is sacrificed in carrying out transactions.

2. Literature Review

• **Retail Mix** ,Levy and Weitz (2007) retail mix is the combination of factors retailers used to satisfy customer need's and influence their purchase decisions. Elements in retail mix include merchandise and service offered, merchandise pricing, advertising and promotional programs, store design, merchandise display assistance to customer provided by salespeople, and convenience of store's location.. The elements of the retail sales mix that can be controlled by the company consist of seven components, namely: merchandising, facilities, price, promotion, location, customer service, and personnel.

• **Customer relationship Management** Sheth, Parvatiyar (2001: 6) which states that Customer Relation Management is a comprehensive strategy and process in acquiring, maintaining and dealing with customers to create superior value for the company and customers. stated that Customer Relation Management has three types of programs, namely; continuity marketing, one to one marketing and partnering program. The goal of Customer Relation Management is to optimize customer and partner satisfaction, revenue and business efficiency and to create the strongest relationships at the organizational level.

• **Customer Value.** According to Kotler & Keller (2006: 133), customer value is the difference or ratio of total customer benefits and total customer costs where total customer benefits are a set of benefits felt by customers from a particular product or service and total customer costs are a set of costs sacrificed by consumers. issued to evaluate, obtain, use, and dispose of a product or service. Kotler (2016). Concep Coustomer Value The product or offer will be successful if it provides value and satisfaction to the target buyer. The customer chooses between a variety of offers that are considered to provide the most value Kotler & Keller (2013)

• **Coorporate Image ,** LeBlanc and Nguyen (1995), state that the company's image is formed in the minds of customers in a way by processing information received about culture, ideology, reputation, the business being run, services, and communication and interactions between the company and the target market. Image has 2 (two) components, namely as a function and emotion. The components related to function include tangible facilities and

infrastructure (tangible) that can be measured, while the emotional component is related to the psychological dimension that can be manifested in the form of feelings and attitudes towards the company. So the company image is an aggregation by customers by comparing each company attribute, the corporate image is built through the components of corporate identity, physical facilities, reputation, service quality and personal contacts.
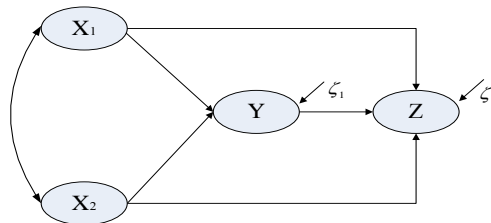
Framework and Hypothesis

Figure 2. Relationship Flow Framework between Latent Variables

X_1 =   Retail Mix (variabel laten eksogen)
X_2 =   Customer relationship Management (variabel laten eksogen)
Y   =   Coustomer Value (variabel laten endogen)
Z   =   Coorporate Image (variabel laten endogen)
ζ =   Faktor residu

- **Hypothesis**
  H1: The performance of the Retailing Mix has a positive relationship with Customer Relationship Management.
  H2: The performance of the Retailing Mix and Customer Relationship Management partially or simultaneously has an effect on Customer Value.
  H3: The performance of the Retailing Mix and Customer Relationship Management partially or simultaneously affects the Corporate Image.
  H4: Customer Value affects the Corporate Image

3. Research Methodology

The design research used in this research is exploratory, descriptive, verifiative, and causal, which aims to find views or insights into the problem in general, to clarify emerging phenomena and to clarify the priority of the problem in research. Descriptive research is research that aims to obtain variable characteristics or provide a more accurate description of the variable or segment. Hypothesis testing with Path Analysis.. So in determining the research sample is carried out by using probability sampling techniques

4. Research Finding and Argument

Hypothesis 1 : Riteling Mix is positively correlated with Customer Relationship

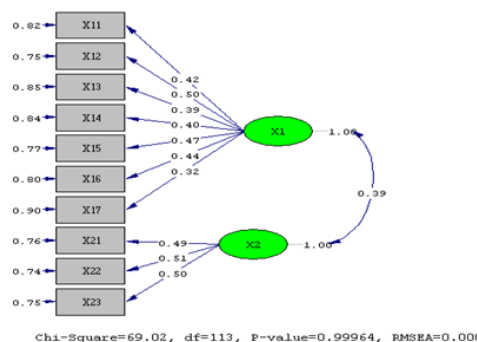Chi-Square=69.02, df=113, P-value=0.99964, RMSEA=0.000

Figure 3: Relationship between Performance Ritaeling Mix with Customer Relationship Management

Based on the above results, it is found that the relationship between the two independent variables above is 0.39, meaning that even though the relationship between the two variables is quite small but significant so that it cannot be ignored.Based on the fifth hypothesis, the results obtained using LISREL are as follows

Hypothesis 2 **:** Riteling Mix and Customer Relationship Management have an effec both partially and simultaneously on Customer Value
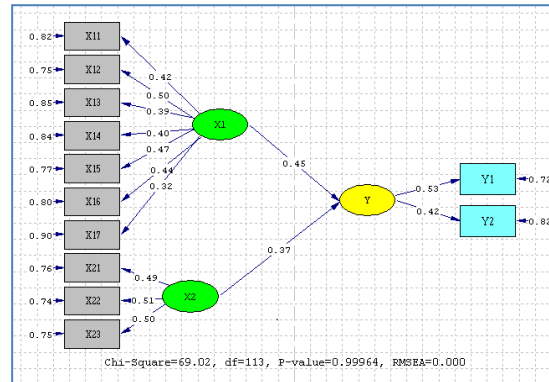

Figure 4.The Retail Mix Program Path Diagram and Customer Relation Management to Customer Value

The variable Retail Mix Performance (X1) and Customer Relation Management (X2) are exogenous latent variables which affect the Customer Value (Y) variable as endogenous latent variables. The calculation results are shown in the table as follows:

Table 1:Estimated Parameters of the Retail Mix Program and Customer Relation Management to Customer Value

Variable	Parameter Estimates (γ)	Uji t	R^2
Retail Mix	0,45	2,73	0,48
Customer Relation Management	0,37	2,22	

Source: Results of Processing with LISREL 8.0

From the table above, it is known that the Retail Mix Program has a path coefficient (y) of 0.45 while Customer Relation Management has a path coefficient of 0.37 to Customer Value. The coefficient of determination R2 of 0.48 shows the contribution of changes in the Customer Value variable caused by the Retail Mix Program and Customer Relationship Management of 48% while the remaining 52% is influenced by other factors, namely marketing communications, business environment, segmenting, targeting and positioning. .

Hypothesis 3 **:** Riteling Mix and Customer Relationship Management affect both
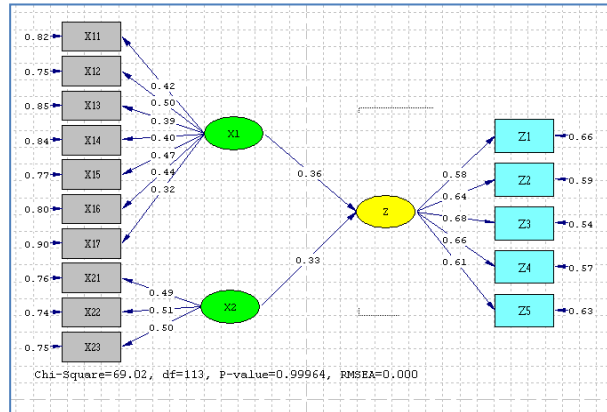partially and simultaneously on Coorporate image

Figure 5: The Retail Mix Program Path Diagram and Customer Relation to Coorporate Image

Structural Model

In the seventh hypothesis, the Retail Mix Performance variable (X1) and Customer Relation Management (X2) are exogenous latent variables that affect the Coorporate Image variable (Z) as an endogenous latent variable. The calculation results are shown in the table as follows:

Table 5: Estimated Parameters for the Retail Mix Program and Customer Relation Management to Coorporate Image

Variable	Parameter Estimates (γ)	Uji t	R^2
Retail Mix	0,36	2,99	0,33
Customer Relation Management	0,33	2,66	

Source: Results of Processing with LISREL 8.0

Based on the table above, it is known that the Retail Sales Mix Program has a path coefficient (y) of 0.36, while Customer Relation Management has a path coefficient of 0.33 to image. The coefficient of determination R2 of 0.33 shows the contribution of changes in image variables caused by the Retail Sales Mix Program and Customer Relation Management by 33%, while the remaining 67% is influenced by other factors, namely marketing communication, consumer behavior, business environment, segmenting, targeting. and positioning

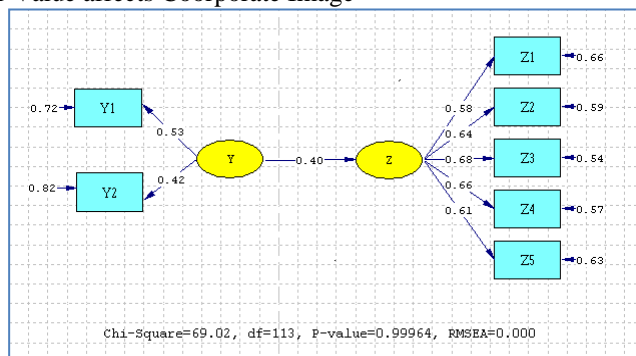Hypothesis 4 : Customer Value affects Coorporate Image

Figure 6: Customer Value to Coorporate Image

Structural Model

In the eighth hypothesis, the Customer Value variable affects the Image variable (Z) as an endogenous latent variable. The calculation results are shown in the table as follows

Table 6: Estimated Customer Value Parameters to Coorporatr Image

Variable	Parameter Estimates (γ)	Uji t	R^2
Customer Value	0,40	1,97	0,16

Source: Results of Processing with LISREL 8.0

The above shows a significant relationship between Customer Value and Image of 0.04. The t-test value for each path coefficient, by comparing the t test value in the path diagram above with the t-table value (= 0.05) of 1.96, it can be concluded that the effect of customer value on the image is significant.

5. Conclusion and Suggestion

- **Conclusion**

1. There is a significant relationship between the retail sales mix program variable and customer relationship management, so that PT Hanan Boga Rasa's Cathering Entrepreneur efforts are needed in building relationships with customers as part of the retail sales mix program so that customers have ties, trust, empathy and interactions with entrepreneurs. PT Hanan Boga Rasa Cathering.
2. There is a significant influence of the Retail Sales Mix Program, Customer Harmony Management, on Customer Value, where the biggest contribution comes from the performance of the retail sales mix, so it can be concluded that there is a relationship between the efforts of the Cathering Entrepreneur PT Hanan Boga Rasa to mix retail sales with customer value creation.
3. There is a significant effect both partially and simultaneously between the Retailing Mix Performance and Customer Relationship Management on the company's image where the retail sales mix performance shows a higher contribution than Customer Relation Management. This means that the company image is formed from the efforts of the manager in utilizing all aspects of the retail sales mix.
4. There is a significant effect of customer value on the company's image where the benefits (benefits) which are higher than the costs (cost) make the customer value superior so that in the end it will create a corporate image in the Cathering Entrepreneur PT Hana Boga Rasa.

- **Suggestion**

1. It is necessary to plan and control in proper merchandising on every product offered or sold, namely food and snacks menus, kinds of buffe menu packages and the complete classification of each product to consumers. This is important to do so that all products offered and sold by PT Hana Boga Rasa are still available with a variety of food and snacks.
2. The facilities provided by PT Hana Boga Rasa as a cathering entrepreneur need to be well equipped and cared for by the management, to increase productivity and the company's image of PT Hana Boga Rasa, the facilities provided by the management of PT Hana Boga Rasa keep food clean, Chatering equipment and food information PT Hana Boga Rasa Good Menu and Chatering Facilities.
3. It is necessary to determine an attractive pricing strategy for lubricant products, so that they can compete with other lubricant sellers. Example: the price can compete with the repair shop. PT Hanan Boga Rasa's competitive pricing.
4. Chatering Entrepreneur PT Hana Boga Rasa. We recommend that you broadcast the promotion regularly in promoting its business by using tips that support and strengthen the position, company image, and carry out attractive promotions such as advertisements on radio, TV, newspapers and other electronic media..

References

1. Aaker, David A. 2000. *Managing Brand Eguity, Library of Congress Catalog in-Publication Data* New York.
2. Berman, Berry and Joel R. Evans 2007, *Retail Management a Strategic Approach,* Pearson International Edision.
3. Cravens David W., And Nigel F. Piercy .2006. *Strategic Marketing.* Eighth Edition, Mc. Graw Hill. / Erwin Series in Marketing.
4. Jović, D. (2018). Accession to the European Union and perception of external actors in the Western Balkans. Croatian International Relations Review, 24(83), 6-32.
5. Keller Kavin Lane Keller, 2013, *Building, Measuring, And Managing Brand   Equity,* International Edition, Peatson Edition.
6. Kotler Philip & Amstrong, Gary, 2013, Principles of Marketing Eleventh Edition,
7. Prenctive-Hall, New Jersey.

8.   Kotler Philip, & Keller, Kevin, Lane 2012*, Marketing Management*, Twelfth,
9.   Edition, Prenctive-Hall, New Jersey.
10. Kumar V. & Werner J. Reinartz. *Customer Relationship Management.* Jhon Willey and Son.Inc..
11. LeBlanc and Nha Nguyen, (2011), "Cues *used by customers evacuating   corporate image in service firm." International journal af service"* Monroe, Kent B. (1973), *"Buyers' Subjective Perception of Price,*" *Journal of Marketing Research*, 10 (February): 70-80.
12. Levy, Michael, and Weitz, Barton A, Phd, *Retailing Management*, Six Edition. McGraw-Hill/ Irwin.
13. Parvatiar, Atul, Jagdish N. Sheth, G. Shincesh 2002 *Customer Relationship Management*. Tata McGraw-Hill Publishing Company Limited. New Delhi.
14. Zeithaml, Valarie A. 1988,*" Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence,*" *Journal of Marketing*, 52 (July) pages 2-22.