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Evaluation To Implementation of Customer Relationship Management in Scope of Social Media to Increase Interest Customer

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Abstract. Through study This obtained findings about How implementation *Customer Relationship Management* (CRM) on social media Facebook and Instagram at PT. Pos Indonesia in the East Jakarta area which can. Increase satisfaction as well as interest from Customers. Research This is also oriented towards CRM effectiveness in do repair interaction between PT.Pos Indonesia with its customers through social media. PT.Pos Indonesia can also adapt his approach to segment customers , implementing relevant things use satisfaction its customers . From the research This can be identified various constraint like limitations source Power as well as use a number of feature For increase response customers . Effective CRM implementation give impacts that can increase loyalty customers and can used as material evaluation for PT.Pos Indonesia for repair management service to customer with increase efficiency in respond need customers. Research results This expected can give recommendation strategic for PT Pos Indonesia to optimize use of social media as effective CRM tools in increase interest and satisfaction Customers. Research This also provides benefit for other companies used as reference in implementing CRM on social media For build more relationship strong with customer.

Keywords : *Customer Relationship Management* (CRM), Evaluation, Social media

INTRODUCTION

Background of the Problem

Development technology information in the digital era moment This develop in a way significant in various sector. Through digital transformation provides development business especially in service customer transactions. Implementation technology on social media give contributions that have an impact on change services provided company to customers. The role of social media in business logistics support customers use innovation new so it can be accessed compared to with manual method that requires time and cost. Service ideally capable answer hope as well as give satisfaction for the party being served, because level satisfaction the become indicator important in evaluate whether services provided has in accordance with standard normative expected by society . For reach the goals that have been set, required excellent and quality service.

The application of Customer Relationship Management (CRM) to the loyalty of PosAja and PosPay application users to PT. Pos Indonesia in the East Jakarta region determines the right steps and strategies to retain its customers. Pospay is an official digital financial service from PT.Pos Indonesia which is intended for the public to carry out various financial transactions practically and safely. PT.Pos Indonesia in the East Jakarta region also uses goods delivery services supported by the PosAja application which is a digital transformation of PT.Pos Indonesia to improve services and reach its customers. Through digital services, PosAja and PosPay have had a significant impact on PT.Pos Indonesia in carrying out digital transformation and expanding the range of services.(Syarifah, F. A., & Reza, A. K, 2023)

Evaluation of the implementation of PosPay and Pos Aja at PT.Pos Indonesia is very important to carry out in order to ensure that the implementation of Customer Relationship Management (CRM) through these two applications is truly effective, efficient and relevant to customer needs and company goals. The main reason for the evaluation that needs to be carried out regarding the implementation of Customer Relationship Management (CRM) at PT.Pos Indonesia in the East Jakarta region is based on assessing service effectiveness, improving user experience, adapting to changes in technology and regulations, increasing competitiveness, and supporting sustainable digital transformation. (Haryadi, S. R. D.,2024)

Problem Statement

Based on the background description above, the problems in this study can be formulated as follows:

1. How is the implementation of CRM on social media Facebook and Instagram at PT. Pos Indonesia in East Jakarta to increase customer interest?
2. How effective is the implementation of CRM in increasing customer interest and satisfaction?
3. What are the obstacles and opportunities faced in implementing CRM on social media Facebook and Instagram?

LITERATURE REVIEW

Relevant Research

Customer Relationship Management (CRM) is part main in a business that is utilized For do description related What just what you want customers. CRM plays a role important in all over activity business from a company For merge every element information from every customer, response to customer

as well as transaction business that is done and also predictions market trends that can experience change through results evaluation to CRM implementation used company.

Satisfaction Customer satisfaction in a company can be understood as a condition where customer expectations of a service are in accordance with the reality received. If the quality of the company's service is far below consumer expectations, this can cause disappointment. Conversely, if the service provided is in accordance with or even exceeds expectations, customers will feel satisfied and tend to continue using the products or services offered. Customer satisfaction is an important indicator that can be used to improve the quality of service, products, prices, and other factors such as customer situations and personalities. Without an adequate level of satisfaction, the company will have difficulty in assessing the development of the products or services offered, as well as in conducting evaluations and making appropriate decisions in the future.

PT. Pos Indonesia, which has been a pioneer in the expedition service industry in Indonesia since 1946, has advantages in terms of brand and image that are widely known by the public. However, even with the hours of flying and experience, that alone is not enough. If the company does not pay attention to customer satisfaction, it is not impossible that this company will be forgotten by its consumers.

Table 1: State of the Art

Year	Author	Title & Journal	Research Findings
2022	Khoirun Nisa Bahri, Delfta Tunjung Baswarani, Santika Santika	Customer Relationship Management, Brand Image, Instagram Social Media, and Its Effect on ALC Indonesia's Product Purchase Decisions	CRM and brand image through Instagram have a significant influence on purchasing decisions for ALC Indonesia service products
2024	Qhairani Frilla F. Safiesza, M Afdal, Rice Novita, Mustakim Mustakim	Social CRM Analysis Sentiment on Instagram Social Media Using Machine Learning to Measure Customer Retention	Sentiment analysis using SVM and Naive Bayes algorithms shows high levels of customer satisfaction, contributing to customer retention.
2023	Mutiara Fathonah, Endang Lestari Ruskan	Analysis of the Influence of Instagram Social Media Usage on Customer Engagement and Customer Loyalty (Study on Shopee Food Instagram Account Followers)	SCRM through Instagram has a positive impact on customer engagement and loyalty, both directly and through customer engagement intermediaries.
2022	Siti Adelia Quraniah, Iin Mayasari	Analysis of Customer Relationship Management Implementation on Websites and Instagram Social Media (Case Study on Shopee, Tuku Coffee Shop, Zalora, and PT. Tirta Investama (Aqua))	These companies leverage social media to build relationships with customers and increase engagement through various digital marketing strategies.
2021	Tiffany	Analysis of Marketing Implementation on Social Media (Facebook and Instagram) to Build Brand Awareness for Startup Giantree	The use of social media, especially Instagram and Facebook, is effective in building brand awareness for the startup Giantree.

Source: Research Results

METHOD

Methods used in study This is method Mixed Method, namely method quantitative and methods Qualitative. *Mixed Methods* is design research that combines approach quantitative and qualitative in One studies or a number of study, with base philosophy certain. As for the direction from method study. This enter in to in draft method data collection and analysis from second approach the in a way integrated, with objective get better understanding comprehensive from a problem study.

Mixed Method Research is an approach that integrates quantitative and qualitative methods in one study. Therefore, understanding the characteristics of each method is very important before applying

it in research. Mixed Method has now developed into a series of systematic procedures that can help researchers in designing their research. Like any other approach, Mixed Method has its advantages and limitations. Therefore, before deciding whether this method is most appropriate for a study, it is important to first understand the design and basic principles of this mixed method research. (Azhari et al., 2023)

The era of social media allows companies to lose their reputation in a short time, therefore the right Social CRM strategy is needed. Social CRM is related to managing customer complaints and monitoring conversations on social media. If the company manages and supervises, the company can increase and maintain customer trust. in his research results stated that ownership of social media managed by more than one person requires the right information management strategy so that the information conveyed to consumers is correct. (Cahyani & Diniati, 2024)

RESULT AND DISCUSSION

Based on the review conducted through relevant theories and previous research results that refer to the topic, and this literature review article. A goal is obtained to be able to exploit various concepts and findings that have developed. This study provides a comprehensive summary of the theoretical basis and existing empirical evidence, which provide support for the issues studied. By referring to the supporting literature, the research conducted attempts to identify research gaps that have not been widely studied, as well as develop an understanding of the relationships used in the study.

Customer Satisfaction Level Analysis

Customer satisfaction levels were measured using a Likert scale in a questionnaire given to respondents. This analysis includes a comparison between customer satisfaction levels using Facebook and Instagram.

Table 2. Average Satisfaction Customer Based on Social Media

Social media	Average (Mean)	Median	Mode	Deviation Standard
Facebook	4.2	4	4	0.6
Instagram	4.0	4	4	0.7

Source: Research Results

Analysis Inferential (t-test):

1. Hypothesis :

- H₀ : No There is significant difference between the levels of satisfaction customers on Facebook and Instagram.
- H₁ : There is a significant difference between the levels of satisfaction customers on Facebook and Instagram.

2. t-Test Results

- Based on calculation , t value = 2.45 with p-value < 0.05, which indicates that there is difference significant between level satisfaction customers on Facebook and Instagram.
- This means that the CRM strategies implemented on both platforms have different levels of effectiveness. Facebook has slightly higher satisfaction than Instagram.

c. Interpretation :

1. Facebook: Customers on this platform give mark more satisfaction high, maybe because Facebook is used more often as a formal communication platform and for distribution information.
2. Instagram: Although own satisfaction A little more low, this platform still effective For interaction fast and personal, which is also considered high by customers in interview.

d. Implications

This result give guide for PT POS Indonesia in improve CRM strategies, especially in increase experience customers on Instagram for reach level equal satisfaction with Facebook.

Frequency Use Service

Frequency use PT POS Indonesia services by respondents analyzed For know how much often they use service the in One month last and how matter This correlated with level satisfaction they

Table 3. Distribution Frequency Use PT POS Indonesia Services

Frequency Use	Amount Respondents	Percentage
No Once	20	10%
1-2 times	60	30%
3-4 times	80	40%
> 4 times	40	20%
Total	200	100%

Source: Research Results

Analysis Correlation (Pearson Correlation)

1. Hypothesis :

- a. H_0 : No There is significant relationship between frequency use service and level satisfaction customer .
- b. H_1 : There is a significant relationship between frequency use service and level satisfaction customer .

2. Correlation Results :

- a. Analysis results show that there is correlation significant positive between frequency use service and level satisfaction customers , with $r = 0.65$, $p < 0.01$
- b. This show that the more often customer use PT POS Indonesia services , increasingly tall level satisfaction they .

Interpretation :

1. Frequency Usage : More customers often use PT POS Indonesia services tend to more satisfied with services provided . This is show that more interaction routine with service give more experience Good for customer.
2. Satisfaction Customers : Increased satisfaction levels along with frequency use show that PT POS Indonesia can maintain and improve quality the service with good, especially for frequent customer use service delivery they .

Implications :

1. CRM Strategy: PT POS Indonesia can more focus on frequent customers use its services and ensure they still get positive experience. Loyalty program or incentive For frequent customer use service can be an effective strategy For maintain satisfaction and loyalty they
2. Improvement Experience Customer: With know that frequent customer use service more satisfied, PT POS Indonesia can Keep going optimizing the service process, both from aspect interactions on social media as well as a fast and efficient delivery process.

Findings Observation

Observation participants done with observe activities and interactions customer with PT POS Indonesia services in the East Jakarta area, as well as online interaction via FB and IG. Observation This give outlook about behavior customers and how they interact with companies on social media. As for the graph from activities and interactions customer looks like under This:

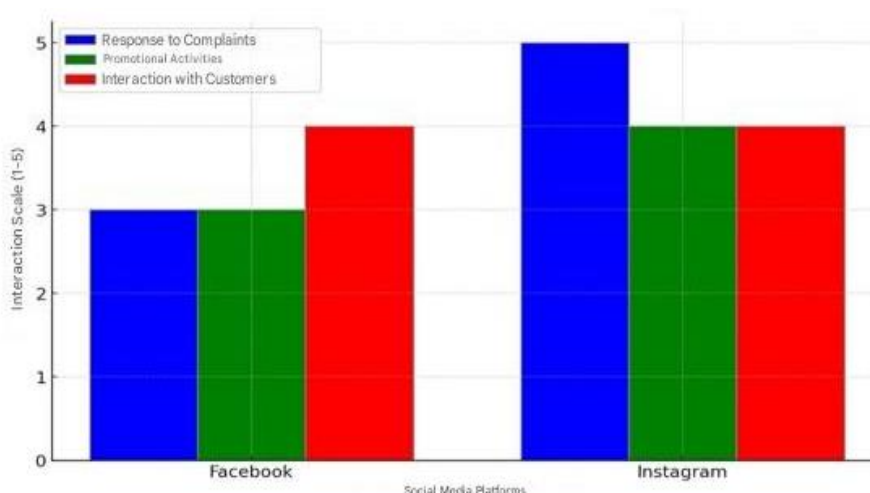


Figure 1. Graph Distribution Frequency Use Service

Source: Research Results

Analysis Document

Analysis document covers assessment material promotion, communication marketing, and reviews customers on social media platforms . The goal from analysis This is For get outlook more carry on about How PT POS Indonesia's CRM strategy is implemented and accepted by customers.

Key Findings from Analysis Documents :

1. Consistency: Material promotions on FB and IG show consistency in branding, but IG tends to more focus on visuals and interactivity, which is more in accordance with preference customer.
2. Customer Feedback: Review customers on IG more many and more positive compared to with on FB, which shows that IG might more effective in build connection positive customers
3. Communication Marketing: IG more often used For campaign marketing that involves interaction direct with customers, such as contests and giveaways, which get very good response

Chart findings analysis document can seen in the picture under This :

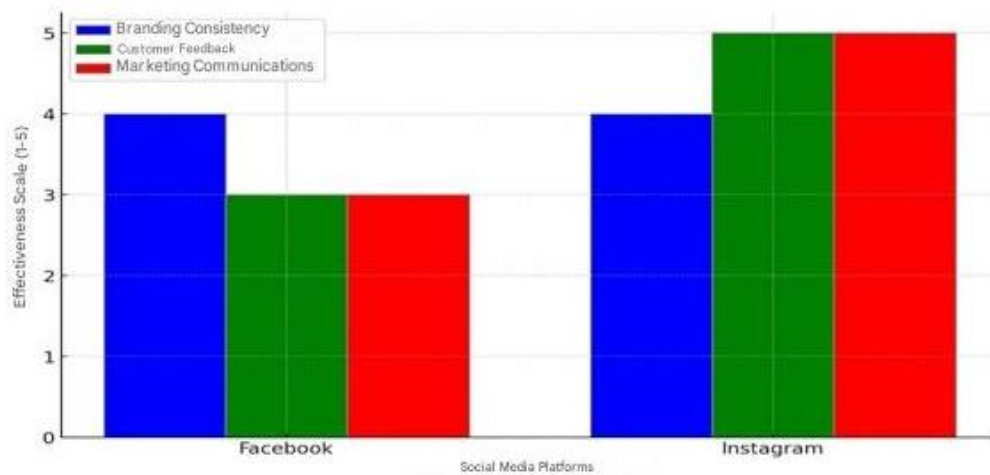


Figure 2. Graph Findings Analysis Document

Source: Research Results

Integration of Findings

This section aiming For merge results analysis quantitative and qualitative that have discussed previously. Integration of findings This aiming For give a better picture comprehensive and in-depth about the effectiveness of the Customer Relationship Management (CRM) strategy implemented by PT POS Indonesia through social media, especially Facebook (FB) and Instagram (IG). With merge second approach analysis this, we can strengthen validity findings as well as understand the phenomenon being studied from various perspective .

Data Triangulation

Comparison and integration results from analysis quantitative and qualitative. Identification similarities, differences, and mutual complete between findings from second data type Appearance chart can be seen in the picture under This:

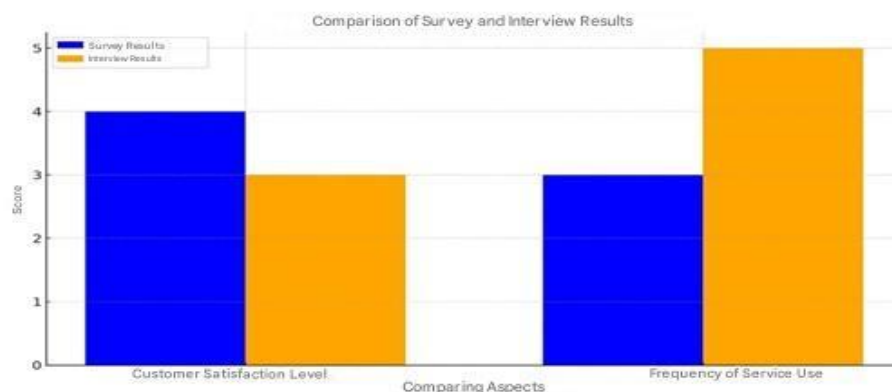


Figure 3. Graph Comparison of Survey and Interview Results

Source: Research Results

Evaluation Effectiveness of CRM Strategy Instagram as a Primary CRM Platform

1. Discussion : Research results show that Instagram is the most effective platform For running the CRM strategy of PT POS Indonesia. This supported by quantitative data showing level satisfaction more customers high on Instagram compared to with Facebook, as well as findings qualitative which reveals that feature interactive such as Instagram Stories and Direct Messages provide a more personal and faster experience for customer.
2. Contribution to Literacy: Social media has revolutionized the way companies interact with their customers and strategize their business. These social media platforms allow direct communication, increase consumer engagement, and make it easier to use data for more targeted advertising. Customer reviews are now very important in shaping a company's image. In addition, social media is used to monitor competitor activity and market trends, helping businesses stay competitive. Overall, the growth of social media opens up new opportunities in marketing, customer engagement, and maintaining relevance amidst changing market dynamics (Wono et al.,2020) This is strengthen argument that marketing strategies on platforms like Instagram must be focus on visual and real-time interactions for maximize engagement.

Facebook as Channel Information General

1. Discussion: While Facebook remains become an important platform , the results study show that its effectiveness in CRM strategy no as big as Instagram. Facebook is more effective used For distribution information general and updates service than For deep personal interaction .
2. Contribution to Literacy: This support view that the platform is more traditional like Facebook maybe more suitable For more formal communication and delivery information than For interactions that require speed and personalization.

Correlation between Age and Platform Preferences

1. Discussion: Research results show that age Respondent influence their social media platform preferences use. More respondents young tend more active on Instagram, while the more old more leaning using Facebook.
2. Contribution to Literacy: This in accordance with study previously shown that social media platform preferences often related with demographics users , where the generation is more young more like the platform that offers feature interactive and visual (Pew Research Center, 2021)

CONCLUSION

Based on results research that has been analyzed and discussed , some conclusion main can taken related The effectiveness of the Customer Relationship Management (CRM) strategy implemented by PT POS Indonesia through social media , especially Facebook (FB) and Instagram (IG):

Instagram as a More CRM Platform Effective: Study This show that Instagram is the most effective platform For implementing the CRM strategy of PT POS Indonesia. The level of satisfaction customers on Instagram more tall compared to with Facebook, and features interactive like *Instagram Stories* and *Direct Messages* play role important in increase engagement and satisfaction customer.

Preference Age Influence Platform Selection: Age Respondent influence preference they towards social media platforms. Respondents who are more young tend more active on Instagram,

while group older age old more choose Facebook. This is show importance segmentation audience based on demographics For optimizing CRM strategy.

Facebook's Role as an Information Channel: Even though Facebook is less effective compared to Instagram in matter personal interaction this platform still important as channel information general and more formal communication. This show that each platform has different roles in PT POS Indonesia's CRM strategy.

Combination of Strategies to Increase Effectiveness: Findings show that different combinations of strategies on each platform can increase CRM effectiveness in general overall. Instagram can used For interaction direct and promotional, while Facebook can focused on delivery information and support customer.

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