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THEME : " *Unlocking New Marketing Strategies on ASEAN  
After Covid-19 Pandemic* "

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THE 3<sup>rd</sup> INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING INNOVATIONS  
"Unlocking New Marketing Strategies on ASEAN After Covid-19 Pandemic"

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(ICOBBI) 2021**

**"Unlocking New Marketing Strategies on ASEAN After Covid-19 Pandemic"**

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## FOREWORD

Alhamdulillah, praise be to Allah Subhanahu Wa Ta'ala for granting us the opportunity to organize and publish the proceedings of the 3<sup>rd</sup> International Conference on Business and Banking Innovations (ICOBBI) with the topic "*Unlocking New Marketing Strategies on ASEAN After Covid-19 Pandemic*". This proceeding contains several researches articles from many fields in Business & Marketing, Banking & Sharia Banking, Accounting & Financial Management, Human Resources Management, Operations Management, Investasi, Insurance & Capital Market, Strategic Management, Technology Management, and Information System.

The 3<sup>rd</sup> International Conference on Business and Banking Innovations was held on 6<sup>th</sup> – 7<sup>th</sup> March 2021 by virtual (online) meeting and organized by the Master Management Study Program of STIE PERBANAS Surabaya in Collaboration with three Higher Education Institutions in Indonesia and two Universities from Asia countries. Keynote speakers in this conference were: Prof. Jessa Frida T Festijo (Lyceum of the Philippines University), Prof. Krisda Tanchaisak, Ph.D (Ramkhamhaeng University Thailand) and Burhanudin, Ph.D (Head of Undergraduate Program In Management of STIE Perbanas Surabaya, Indonesia).

I would like to give high appreciation to the Rector of STIE Perbanas Surabaya for his support at this event. Acknowledgments and thank you to all the steering and organizing committees of the ICOBBI for the extra ordinary effort during the conference until this proceeding published. Thank you very much to all presenter and delegates from various Universities. Beside it, I would like to express our gratitude to the three universities, namely Universitas 17 Agustus Surabaya, STIE 66 Kendari, Institut Institut Bisnis dan Keuangan Nitro Makassar which has been the co-host of this event.

Hopefully, the proceeding will become a reference for academics and practitioners, especially the business and banking industry to get benefit from the various results of the research field of Business and Banking associated with Information Technology. Proceedings also can be accessed online on the website <https://pascasarjana.perbanas.ac.id>.

Chair of the Master Management Study Program  
STIE Perbanas Surabaya

**Prof. Dr. Tatik Suryani, M.M.**





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## Operating Management

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# The Influence Of Customer Relation Management (CRM), Consumer Behavior, And Quality Of Service To Customer Satisfaction At Hk Medical Center Makassar Clinic

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## ABSTRACT

This study aims to analyze the influence of customer relation management (CRM), customer behavior, and quality of service to customer satisfaction at HK Medical Center Makassar Clinic. The sample in this study amounted to 75 respondents. The data analysis technique used is multiple linear regression using SPSS version 20 data processing. The value of R Square is 0.496 or 49.6%, and the calculation result of  $F_{hitung} \geq F_{tabel}$  is  $2,506 \geq 2,38$ , which means that the results of this study are customer relationship management (CRM), customer behavior, and service quality simultaneously positively and significantly affect customer satisfaction at HK Medical Center Makassar Clinic. And partially, customer relationship management (CRM), customer behavior, and service quality significantly affect customer satisfaction at HK Medical Center Makassar Clinic.

**Keywords :** *Customer Relation Management (CRM), Customer Behavior, Quality of Service, and Customer Satisfaction*

## 1. INTRODUCTION

Customer focus is key to achieving a sustainable competitive advantage in today's business competition. To achieve a competitive edge by focusing on customers, business organizations need information about who their customers are, what their customers want, how customer needs are satisfied and other related factors. Today's intense business competition requires companies to focus on the needs that customers want. The company began to change its mindset and profit orientation towards other potential factors, such as customer interests and customer satisfaction levels. With this competitive environment, customers have a very wide opportunity to get products that suit their needs and desires

Customer Relationship Management (CRM) is a strategy on how to optimize profitability through the development of customer satisfaction. CRM is a strategy that focuses on everything related to focusing on customers. Buttle (2007) suggests that customer knowledge is the key to CRM success. Without knowledge of customers spread throughout the company, the company can fail to meet the wishes of customers. Efforts to understand customers and strengthen relationships with customers are critical in today's demand-controlled economy. One example of business that is starting to emerge today is community services, especially for health services, namely health clinics. This public health clinic also has a strict competitiveness among its practitioners. The clinic is a smaller-scale public health service with a willingness for medical care that is classified as minor diseases. The services offered also consist of primary clinics and primary

clinics, where the nature of the clinic's own services can be outpatient, one day care, inpatient, and/or home care.

Health services such as clinics directly influence in achieving the goal to satisfy customers through the quality and quantity of services. Public Health Information and Management System in 2011 reported that in the next two years there will be an improvement in the quality of two factors, namely care and customer satisfaction of two very important business drivers, both factors will be very influential in the field of health in the future. Therefore, the application of CRM in the field of health, especially in hospitals will be very useful for services for patients with the aim of improving health and improving the quality of clinical services (Hosseini, 2011).

The concept of CRM has evolved over the last few years as a result of increased competition and customer demands for better service and greater attention to individual customer needs. CRM covers all aspects related to potential customers and current customers, including call centers, sales force, marketing, technical support, and field service. CRM is an activity intended to gain relationships with customers so as to provide significant benefits for the company.

In his research Wisanti (2016:12) explained that "CRM is a business strategy that combines processes, people, and technologies that help attract sales prospects, convert them into customers, and retain existing, satisfied, and loyal customers". As for the explanation of CRM according to Kotler and Armstrong (2008), namely "CRM is the most important concept in modern marketing. In a broader sense, CRM is the whole process of building and maintaining customer relationships that benefit by delivering superior customer value and satisfaction".

The desire of customers to be well served affects the clinic in offering health services that provide satisfaction to customers. In providing value for its customers, the clinic is not only seen in terms of infrastructure and facilities but also in terms of the service process in the clinic. This is where CRM supports a customer service approach that focuses on building long-term relationships with customers so as to add value to customers and the company itself. In line with CRM, companies also need to understand about consumer behavior in marketing. According to Kotler and Armstrong (2008:40) that "consumer behavior is the process and activity when one deals with the search, selection, purchase, use, and evaluation of products and services in order to meet needs and desires". Consumer behavior is the underlying thing for customers to make purchase decisions. For low selling valuables the decision

making process is done easily, while for high selling valuables the decision making process is done with careful consideration.

Understanding consumer behavior can be applied in three ways, the first is to design a good marketing strategy, for example determining the right time for the company to provide discounts to attract customers. Second is that consumer behavior can help decision makers make public policy, for example by providing free consulting services to specialists, general practitioners, and dentists. And the third is in terms of social marketing, namely the dissemination of ideas among customers. By understanding the attitude of customers in the face of something, one can spread ideas more quickly and effectively. And can also give an overview to marketers in product creation, product price adjustment, product quality, packaging, and so on so that in the sale of the product does not cause disappointment to the marketer.

Customer needs need to be clearly identified, as part of product development. The purpose of this approach is to exceed customer expectations and not just meet them. Thus the company can understand well the behavior of consumers on its goals, and can develop the right strategies and programs in order to take advantage of existing opportunities, establish relationships with each customer and be able to outperform its competitors

The quality of service is a dynamic condition that affects products, services, people, processes, and environments that meet or exceed expectations (Tjiptono, 2012). The quality of this service is an effort to fulfill the needs and desires of customers and the accuracy of their delivery in keeping up with customer expectations. The quality of service can be known by comparing the perception of customers for the service received with the actual service they are expected to the attributes of service of a company. If the services received or felt as expected, then the quality of service is perceived as good and satisfactory. If the service received exceeds customer expectations, then the quality of service is perceived to be very good and quality. Conversely, if the service received is lower than expected, then the quality of service is perceived to be poor.

The quality of this service is important because it will have a direct impact on the company's image. Good quality service will be an advantage for the company. If a company has got a positive value in the eyes of customers, then the customer will give good feedback, and it is not impossible to be a regular customer or repeat buyer. Therefore, it is very important to consider aspects of customer satisfaction related to the quality of service provided. The types of services that can be provided



for example in the form of ease, speed, ability, and hospitality are shown through attitudes and actions directly to customers.

The expected result of the implementation of customer relationship management, consumer behavior, and service quality is the achievement of customer satisfaction. Customer satisfaction is the response or customer response regarding the fulfillment of needs. Satisfaction is an assessment of the characteristics or privileges of a product or service, or the product itself, that provides a level of customer enjoyment in relation to the fulfillment of a customer's consumption needs (Ningsih, 2016:172). Meanwhile, according to Utami (2014:25) that "customer satisfaction is the level of customer feeling after comparing between what he received and his expectations. If the customer is satisfied with the value provided by the product or service, it is very likely to be a customer for a long time".

This customer satisfaction depends heavily on the perception and expectations of the customer itself. Factors that affect the perception and expectations of customers when making a purchase of an item or service are the needs and desires felt by the customer at the time of purchasing an item or service, past experience when consuming such goods or services, the experience of friends who have consumed such goods or services, and advertising.

Customer loyalty can be used as a basis or benchmark in taking policies to add or decrease the value of products for customers. Where the company will obtain information from consumers, namely about the activities of interpreting, processing, and storing information about products and brands. Therefore customer loyalty can affect consumers' confidence in making purchasing decisions. Customer loyalty can show how much support a customer has for the products or services offered by the company. On the other hand customer loyalty can prove the level of customer trust in the products or services offered by the company.

Satisfying the needs of customers is the desire of every company. In addition to important factors for the company's survival, satisfying customer needs can increase excellence in competition. Customers who are satisfied with the products and services tend to buy back the product and reuse the service at a time when the same needs reappear in the future. This means satisfaction is a key factor for customers in making repurchases which is the largest portion of the company's sales volume and creates loyal customers.

As described above, that it is important for companies engaged in health services to focus on the growth of their companies. Based on three variables that are considered able to encourage the improvement of the quality and quantity of the company, namely customer relationship management, consumer behavior, and service quality is expected to encourage customer satisfaction.

HK Medical Center Makassar Clinic which is the location of this study is considered able to provide relevant results for this research. Established since 2015, HK Medical Center Makassar Clinic has been able to survive approximately five years, with patient data of approximately 300 patients in a year. By offering a variety of attractive health care programs, in collaboration with specialist doctors, general, and dental, as well as with good employee performance, THE HK Medical Center Makassar Clinic is able to grow and compete with other clinics.

Based on this phenomenon that attracted the interest of the author to research at HK Medical Center Makassar Clinic as a research location for this research by raising the title of the study, namely "Influence of Customer Relationship Management, Consumer Behavior, and Quality of Service to Customer Satisfaction at HK Medical Center Makassar Clinic".

### **1.1 Problem Formulation**

The formulation of problems studied in this study, namely:

1. Does customer relationship management affect customer satisfaction at HK Medical Center Makassar Clinic?.
2. Does consumer behavior affect customer satisfaction at HK Medical Center Makassar Clinic?.
3. Does the quality of service affect customer satisfaction at HK Medical Center Makassar Clinic?.
4. Does customer relationship management, consumer behavior, and service quality affect customer satisfaction at HK Medical Center Makassar Clinic?.

### **1.2 Research Objectives**

The objectives of this study are as follows:

1. To analyze the influence of customer relationship management on satisfaction at HK Medical Center Makassar Clinic.
2. To analyze the influence of consumer behavior on satisfaction at HK Medical Center Makassar Clinic.

3. To analyze the effect of service quality on satisfaction at HK Medical Center Makassar Clinic.

4. To analyze the influence of customer relationship management, consumer behavior, and service quality on satisfaction at HK Medical Center Makassar Clinic.

### 1.3 Benefits of Research

The benefits of this research are as follows:

1. Practical Benefits, where for the author it is expected that all stages of research and research results obtained can broaden insights and at the same time gain empirical knowledge about the application of knowledge obtained during the study activities of the Graduate Program at the Makassar College of Economic Sciences (STIEM) Bongaya.

2. Academic benefits, it is expected that the results of research can be accepted as contributions or references to future research.

## 2. THEORETICAL FOUNDATION

### 2.1. Customer Relationship Management

Customer Relationship Management – CRM is the process of building and maintaining a profitable long-term relationship with customers through the provision of valuable and satisfactory services.

According to Turban in Ningsih (2016:48) that "Customer Relationship Management (CRM) is a customer service approach that focuses on long-term development and sustainable customer relationships that can provide added value for customers and companies".

CRM is basically a strategy implemented to improve customer profitability by identifying detailed customer segmentation, establishing marketing communication strategies, and making informed decisions to improve customer satisfaction and increase company profits.

### 2.2. Consumer Behavior

Consumer behavior is a process that is passed by a person / organization in finding, buying, using, evaluating, and disposing of products or services after consumption to meet their needs. According to Kotler and Keller (2008:214), that "consumer behavior is a study of how individuals, groups, and organizations choose, buy, use, and place goods, services, ideas or experiences to satisfy their desires and needs".

It is concluded that consumer behavior involves the interaction between the influence of affection and cognition, behavior, and surrounding events. To understand consumers and develop marketing strategies must be understood what is

thought (cognition), what is felt (affection), and what consumers do, as well as the surrounding events that affect and are influenced by what consumers think, feel, and do.

### 2.3. Quality of Service

The quality of this service can be interpreted as the level of customer satisfaction. While the level of customer satisfaction itself can be obtained from the comparison of the types of services that are manifestly received with the type of service expected by consumers.

According to Tjiptono (2012:56) that "the quality of service is a dynamic situation that is closely related to products, services, human resources, and processes and environments that can at least meet or even exceed the expected quality of service". The quality of this service is an effort to fulfill the needs that are accompanied by the wishes of consumers and the accuracy of the way of delivery in order to meet the expectations and satisfaction of those consumers. It is concluded that the quality of service is a performance that can be offered by someone to others. Service is an action performed by a seller to his consumers to meet the needs and desires of consumers. Such behavior aims at achieving customer satisfaction itself. A service can be done when the consumer chooses the product or after completing the product purchase transaction. Good quality of service will also have a good impact for the company because it will be a royal consumer and provide benefits for the company.

### 2.4. Customer Satisfaction

Satisfaction is a function of perceived expectations and performance. If the performance of a product or service is lower than expected, the customer will feel dissatisfied. If the performance of the product or service is in line with expectations then the customer will feel satisfied, and if the performance of the product or service exceeds expectations then the customer will feel very satisfied (delighted). There is a strategic relationship between the level of customer satisfaction and the overall performance of the company.

According to Saputra (2013:448) that "satisfaction and dissatisfaction are formed from the expectancy disconfirmation theory. Where this theory suggests that customer satisfaction or dissatisfaction is the impact of the comparison of customer expectations before the process of purchasing goods or services with the actual purchasing process received by the customer". When a customer buys a product or service, he has expectations about how the product or service can function to meet his needs and desires.

### 3. RESEARCH METHODS

This research is a comparative causal study with a cross sectional approach. Using a cross sectional approach, it is able to explain the relationship between variables by knowing the influence between independent variables on dependent variables studied. This study was conducted to analyze the influence of customer relationship management (CMR), consumer behavior, and the quality of service to customer satisfaction conducted at HK Medical Center Makassar Clinic.

In this study, the total population of HK Medical Center Makassar Clinic was 300 patients registered in the clinic's medical records. In this study the number of samples taken was calculated using the Slovin formula,

as follows:

$$n = \frac{N}{(1 + N d^2)}$$

Description:

n = Number of samples

N = Population size

d = Confidence level (10%)

Therefore, the calculation of the number of samples in the study is as follows:

$$n = \frac{300}{(1 + 300 \times (0,1)^2)}$$

$$n = \frac{300}{4}$$

$$n = 75 \text{ respondents}$$

The reason researchers took a 10% confidence level was because they looked at the environment of the research site and the psychological influence of respondents, considering that the respondents in this study were patients from HK Medical Clinic who were coming for treatment or consultation related to their health. So, it was concluded that the sample in this study was as many as 75 respondents who were considered relevant and able to represent the number of populations at the research site, namely at the HK Medical Center Makassar Clinic.

The sampling technique used in this study is probability sampling, which according to Sugiyono (2013) that "probability sampling is a sampling technique that provides equal opportunities for every element (member) of the population to be selected as a sample member". And for the sampling method used is random sampling, where sampling is done randomly regardless of the strata in the population.

Based on the data source, the research data can be grouped into two types, namely:

1. Primary data is data obtained or collected by researchers directly from the data source. Primary data is also referred to as original data or new data that has up to date properties. To obtain primary data, researchers must collect it directly. Techniques used by researchers to collect primary data include observations, interviews, and questionnaire dissemination.
2. Secondary data is data obtained or collected by researchers from various existing sources (researchers as second hand). Secondary data on this study was obtained from the data of HK Medical Center Makassar Clinic reports, books, research journals, websites, and others.

#### 3.1. Data Collection Methods

The method of data collection in this study, namely by using the following methods:

1. Observation, which is to collect data through direct observation of the state and activities of research objects.
2. Documentation, which is a data collection technique by studying documents, reports and information related to research.
3. Interview, which is to collect data with direct interviews with relevant parties to obtain information from respondents relevant to the research.
4. Questionnaire (questioner), which is to collect data through the division of the list of questions to respondents.

#### 3.2. Research Variables and Operational Definitions

The definition of variable operations is the definition of variables (expressed in the concept definitions), operationally, in practice, and manifestly within the scope of the research object studied. The variables used in this study are free variables, namely customer relationship management (CRM), consumer behavior, and service quality, as well as bound variables, namely customer satisfaction.

The operational definition of a research variable is an explanation of each variable used in the study of the indicators that make up it.

Table I Operational Definitions of Research

Variable Type	Definition	Indicator	Scale
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Customer relationship management (CMR) – X1	Approach to customers who support a company to provide services to customers in real time and establish relationships with each customer through the use of information about customers (Dewi, 2015).	Customer relationship management (CMR), according to Munandar (2011), namely: 1. Continuity Marketing. 2. One to One Marketing. 3. Partnering Program.	Likert Scale
Consumer behavior – X2	A decision-making process as well as each customer's physical activity in assessing, obtaining, using, or also neglect of goods and services (Irawan, 2013).	Consumer behavior, according to Faaghna (2019), namely: 1. Internal influences. 2. External influences. 3. Decision progress.	Likert Scale
Quality of service – X3	A level of excellence is expected, as well as related to control measures over that level of excellence to meet customer expectations. (Agustina, 2012).	Quality of service, according to Aryani (2010:115), namely: 1. Reliability. 2. Responsiveness. 3. Empathy.	Likert Scale
Customer satisfaction – Y	A condition where the last condition received by the customer	Customer satisfaction, according to Ningsih	Likert Scale

of the product obtained, as expected from the product. (Aryani, 2010).	(2016:35), namely: 1. Emotions. 2. Price. 3. Fees.	
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#### 4. RESULTS OF RESEARCH AND DISCUSSION

Multiple linear regression testing is used to determine the influence between customer relationship management (CRM) variables, customer behavior, and service quality to customer satisfaction variables. Based on the results of spss data processing obtained results, as follows:

Table II. Multiple Linear Regression Analysis Results

Coefficients <sup>a</sup>			
Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	41.995	8.386	
CRM	.390	.166	.292
P.Pelanggan	.346	.171	.246
K.Pelayanan	.206	.129	.218

a. Dependent Variable: Customer Satisfaction

Source : SPSS Data Processing Results (2019)

Based on Table II above, it is known that the multiple regression equations are as follows:

$$Y = 41.995 + 0.390X1 + 0.346X2 + 0.206X3$$

Based on the calculation above, it is concluded that:

a. The constant value of 41,995 which means that customer satisfaction will be constant at 41,995 is influenced by customer relationship management (CRM) variables, customer behavior, and service quality.

b. The regression coefficient value for the customer relationship management (CRM) variable is 0.390, meaning that customer relationship management (CRM) positively affects customer satisfaction. This indicates that with customer relationship management (CRM), there will be an increase in customer satisfaction by 0.390 or 39%.

c. The regression coefficient value for customer behavior variables is 0.346, meaning that customer behavior positively affects customer satisfaction. This indicates that with the variable customer behavior, there will be an increase in customer satisfaction of 0.346 or 34.6%.

d. The value of the regression coefficient for service quality variable is 0.206, meaning that the quality of service positively affects customer satisfaction. This indicates that with the variable quality of service, there will be an increase in customer satisfaction of 0.206 or 20.6%.

For Simultaneous Test (Test F) is used to see how much influence between independent variables, namely customer relationship management (CRM), customer behavior, and quality of service together to dependent variables, namely customer satisfaction. Based on the results of SPSS data processing for F test, as follows:

Table III. Simultaneous Test Results (F Test)

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	202.458	3	67.486	2.506	.006 <sup>b</sup>
Residual	1912.208	71	26.933		
Total	2114.667	74			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), quality of service, customer behavior, CRM

Source : SPSS Data Processing Results (2019)

F test test in table III above, it can be seen that the magnitude of  $F_{\text{cal}} = 2.506 > F_{\text{table}} = 2.38$  at a profitability level of 5% ( $F_{\text{table}}$  value obtained from table F), as well as its significant value of  $(0.006) < (0.05)$  at a error rate of 5%. and Quality of Service simultaneously positively and significantly affect Customer Satisfaction at HK Medical Center Clinic Makassar.

### 1. Influence of Customer Relationship Management (CRM) on Customer Satisfaction at HK Medical Center Makassar Clinic.

Based on the calculation of multiple linear regression the result of CRM variable is 0.390, so it is concluded that customer relationship management (CRM) positively affects customer satisfaction at HK Medical Center Makassar Clinic. It is shown that there is an increase in customer satisfaction by 39%. partial testing (Test t) CRM with a value of  $t_{\text{hitung}} (0.781) > t_{\text{table}} (0.677)$ , as well as

a significance value  $(0.039) < (0.05)$ , so it is proven that Customer Relationship Management (CRM) partially affects customer satisfaction at a error rate of 5%. Customer Relationship Management (CRM) is an instrument rather than marketing management where the purpose of CRM itself is as a promotional tool in order to provide quality and excellent service for customers.

CRM indicators taken in this study are continuity marketing, one to one marketing, and partnering programs. Continuity marketing focuses on marketing the company's products to customers, in this case poly-poly services provided by HK Medical Center Makassar Clinic to meet all the needs of its patients. One to one marketing where the company provides services focused on customers, where in this case doctors and employees give attention or input that supports the development of the patient's condition, so that the patient feels better over time. And partnering programs where in this case the company establishes good cooperation relationships from experienced specialists, competent nurses, even cooperate with banks in order to provide excellent and efficient services for patients. .

### 2. Effect of Customer Behavior on Customer Satisfaction at HK Medical Center Makassar Clinic.

Based on the results of the calculation of multiple linear regression of customer behavior variables is 0.346, so it is concluded that customer behavior has a significant effect on customer satisfaction at HK Medical Center Makassar Clinic. It showed that there was a 34.6% increase in customer satisfaction. As at HK Medical Center Makassar Clinic where the number of respondents who agree with the results they have felt during their visit to HK Medical Center Makassar Clinic.

In partial testing (Test t) for customer behavior ( $X_2$ ) with a value of  $t_{\text{count}} (0.698) > t_{\text{table}} (0.677)$ , as well as a value of significance  $(0.027) < (0.05)$ , it was proven that partial customer behavior had a significant effect on customer satisfaction at the error rate of 5. Customer behavior is an internal factor of the customer to be able to feel, wear, even ignore something product goods or services received.

In this study, researchers used three indicators of customer behavior, namely internal influences, external influences, and decision progress. Where for this personal influence, customers understand very well what is needed, desired, and expected from a product of goods or services used, in this case the products of goods / services offered at the Clinic HK Medical Center Makassar, such as consultation of

specialist doctors, availability of poly, outpatient, and pharmacy is a package of services provided by the Clinic HK Medical Center Makassar so that customers feel satisfied and comfortable. Both external influences, in addition to personal influences, outside influences also strongly support the magnitude of customer behavior, such as information obtained from colleagues, family, information from social media or print media to support customers to get more information about products / services. And the decision progress process is the customer stage when feeling confident in the product / service to be used. The contribution made by this customer behavior greatly influences the continuity of the ongoing relationship between the company and the customer. When the customer feels comfortable with the service received, it will create customer satisfaction.

### *3. Effect of Service Quality on Customer Satisfaction at HK Medical Center Makassar Clinic.*

Based on the calculation of multiple linear regression of variable service quality is 0.206, so it is concluded that the quality of service has a significant effect on customer satisfaction at HK Medical Center Makassar Clinic. It showed that there was a 20.6% increase in customer satisfaction. As at HK Medical Center Makassar Clinic where many respondents agree with the services they have felt during their visit to HK Medical Center Makassar Clinic.

In the partial test (Test t) for Service Quality (X3) with a value of  $t_{hitung} (1,602) > a \text{ value of } t_{tabel} (0.677)$ , as well as a significance value  $(0.004) < (0.05)$ , it was proven that the quality of service partially positively and significantly affect customer satisfaction at a error rate of 5%. The quality of service is one of the company's goals. Having excellent service is a factor supporting the course of a good company, because with the creation of quality services will drive the company's profit that is increasing, and the number of regular customers and new customers increase. In this study, researchers used three indicators of service quality, namely reliability, responsiveness, and empathy.

For reliability where the company's ability to display the promised service appropriately and consistently. Fulfillment of appropriate and satisfactory services, including punctuality and proficiency in responding to customer complaints and providing services in a reasonable and accurate manner. Both responsiveness, where the responsiveness of doctors, nurses, and employees in providing services needed and can be completed quickly. The speed of service provided is the

responsiveness of the officer in providing the services needed. And lastly empathy, namely the ease of relationships, good communication and understanding customer needs. In this case doctors, nurses, and employees pay personal or individual attention to the customer by placing themselves in the customer's situation.

### *4. Influence of Customer Relationship Management (CRM), Customer Behavior, and Quality of Service on Customer Satisfaction at HK Medical Center Makassar Clinic.*

In the results of multiple linear regression calculations of customer relationship management (CRM), customer behavior, and service quality to customer satisfaction is a constant value of 41,995, so it is concluded that customer satisfaction will remain constant at 41,995 if there is no influence from customer relationship management (CRM), customer behavior, and service quality.

The results showed that the summary model known R square of 0.496. Based on this R square (R<sup>2</sup>) value, it can be said that 49.6% of customer satisfaction variations can be explained by CRM, customer behavior, and service quality, while the variation in customer satisfaction that can not be explained by CRM, customer behavior, and service quality and others not observed by this study is 50.4%. This can be proven from the dominant respondent's response to agree, which means that patients who have been treated at HK Medical Center Clinic feel comfortable and their needs are met, with crm, customer behavior, and quality of service can improve customer satisfaction.

On simultaneous testing (Test F) that the magnitude of  $F_{calculate} \text{ of } 2,506 > F_{tabel} \text{ of } 2.38$  at a profitability level of 5% ( $F_{tabel}$  value obtained from table F), as well as its significant value of  $(0.006) < (0.05)$  at a error rate of 5%. It was concluded that Customer Relationship Management (CRM), Customer Behavior, and Service Quality simultaneously had a positive and significant effect on Customer Satisfaction at HK Medical Center Makassar Clinic. Customer satisfaction or customer dissatisfaction is the impact of comparing customer expectations before the process of purchasing goods or services with the actual purchasing process received by the customer. If the performance of a product or service meets expectations then the customer will feel satisfied, and if the performance of the product or service exceeds expectations then the consumer will feel very satisfied. There is a strategic relationship between the level of customer satisfaction and the overall performance of the company.



In this study, researchers took three indicators of customer satisfaction, namely emotions, price, and cost. For the first indicator, which is the emotion that customers will feel proud and gain confidence that others will be amazed at if using products with a particular brand that tends to have a higher level of satisfaction. Satisfaction obtained is not due to the quality of the product but self esteem that makes customers feel satisfied with a particular brand. Just like at HK Medical Center Clinic, customers' emotions increase when the customer has experienced medical services or consultation with a doctor. The second indicator, namely the price of a product that has the same quality but sets a relatively cheap price will provide higher value to customers. However, this condition is different from HK Medical Center Clinic, for general respondents the price of service, treatment, even consultation is not an issue, because they are confident in the results they get, so this customer is willing to pay more if the benefits obtained are better for the customer. And lastly, customers who do not need to spend additional costs or do not have to waste time to get a product or service tend to be satisfied with the product or service.

Based on the data processing results above, customer relationship management (CRM), customer behavior, and service quality can be proven that the three variables in this study have a big factor to affect customer satisfaction.

## 5. CONCLUSIONS AND SUGGESTIONS

### 5.1. Conclusion

This study aims to test and analyze the influence of customer relationship management (CRM), customer behavior, and quality of service to customer satisfaction at HK Medical Center Clinic. Based on the results of data analysis collected and processed, it is concluded that:

1. Partially (Uji t) that customer relationship management (CRM) has a significant effect on customer satisfaction at HK Medical Center Makassar Clinic. CRM's approach to customers supports a company to provide services to customers in real time and establish relationships with each customer through the use of information about their customers. CRM is able to be a driving factor for customers to be able to continuously treat at HK Medical Center Makassar Clinic.
2. Partially (Uji t) that customer behavior has a significant effect on customer satisfaction at HK Medical Center Makassar Clinic. The approach of customer behavior towards customers is a decision-making process as well as the physical activity of

each customer in assessing, obtaining, using, or even ignoring goods and services. Customer behavior can be a driving factor for customers to be able to continuously seek treatment at HK Medical Center Makassar Clinic.

3. Partially (Uji t) that the quality of service has a positive and significant effect on customer satisfaction at HK Medical Center Makassar Clinic. The approach of quality of service to customers is the level of excellence expected by customers and companies, and relates to control measures over that level of excellence to meet customer expectations. Quality of service is able to be a driving factor for customers to be able to continuously seek treatment at HK Medical Center Makassar Clinic.

4. Simultaneously (Test F), that customer relationship management (CRM), customer behavior, and quality of service have a significant effect on customer satisfaction at HK Medical Center Makassar Clinic. Customer satisfaction is the last condition received by the customer of the product obtained, and in accordance with the expected of the product / service. Customer relationship management (CRM), customer behavior, and quality of service can be proven that the three variables in this study have a big factor to affect customer satisfaction at HK Medical Center Clinic.

### 5.2. Advice

The suggestions in this study are:

1. For further research is expected to expand research objects, such as Public Hospitals, travel, state-owned companies, automotive companies, even banking and not only focused on medical services.
2. Further research can add variables and indicators for customer relationship management (CRM), customer behavior, quality of service, and customer satisfaction. So the results of the research will be more widespread than previous research and can focus on researching the loyalty and satisfaction of customers by using the variables used in the current research.
3. In the next study, it is necessary to add a direct interview method to each respondent in an effort to collect data, so as to avoid the possibility of responden that is not objective in filling out questionnaires.

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