

# CUSTOMER RELATIONS MANAGEMENT IMPLEMENTATION ANALYSIS THROUGH CUSTOMER ENGAGEMENT PROGRAM PT. GRAB INDONESIA IN YOGYAKARTA

(Descriptive Study of Grab Temu Seru, Ayoyog and Jogja Istimewa in Achieving Consumer Loyalty Grab Indonesia in Yogyakarta)

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## Abstract

*The problems that occur in PT Grab Indonesia that directly impact on its customers, making the company should seek to establish good relations with external parties. The purpose of this research is to know the implementation of customer relationship management through customer engagement program PT Grab Indonesia in Yogyakarta and know the supporting and inhibiting factors of program implementation. The results in this study indicate that the programs aimed at customer PT Grab Indonesia Yogyakarta include Grab Temu Seru program, promotion program "AYOYOG" Grab Car and "JOGJAISTIMEWA" for Grab Bike is part of the implementation of customer relationship management. Implementation can be seen from the use of technology and human resources owned by PT Grab Indonesia in Yogyakarta. Supporting factors can be seen from the use of technology in the form of mobile application Grab and social media that can facilitate the company in interacting with customer Grab. While the inhibiting factors can be seen from the distribution of information on the theme of the program is quite sudden from the headquarters of PT Grab Indonesia in Jakarta which impact on publication less than the maximum. The analysis shows that the program developed by Grab Yogyakarta runs well and is able to attract the attention of consumers, but not yet to the point of consumer loyalty.*

**Keywords:** *implementation, program, customer.*

## INTRODUCTION

The development of technology in the modern era as it is today from conventional activities into digitalization activities make the needs of society more diverse. The emergence of new tools and technologies in various fields began to show their respective existence in order to facilitate all activities undertaken by society. Examples such as internet presence. Internet in the present is not only used as information

media but is used as an economic wheel drive with various services such as online transportation. This phenomenon is captured from the emergence of online transportation modes which resulted in a very tight business competition in the field of online transport services in particular. Not only that, now Indonesia becomes a very big market and become a fierce competition especially for the mode of transportation online.

One public relations strategy that is becoming a trend at this time is customer relations management through customer engagement approach by using social media internet like Youtube, Instagram & Line. The concept of customer engagement has attracted the attention of practitioners and academics (Hollebeek, 2013: 105-114). This is because the growth of the Internet from Web 2.0 technology as an effective platform for customer interaction. In particular, the online environment has led to new media channels such as social media that allow customers to interact easily with companies or other customers. So some researchers argue, if customer engagement is an important new perspective in the concept of customer relationship management (CRM). Any good company engaged in services, products, commercial and non commercial will always conduct activities related to public relations activities, even if the company or organization does not have a public relations practitioner in the organizational structure. Part of the activities of public relations is certainly related to how to build good relationships with internal and external public organizations.

The emotional attachment of the customer to an organization from the customer engagement process can create customer loyalty because every customer

experience interacting with the company will evoke an emotional response. This will be an advantage for the company when it gets a good impression from the customer, but it is a boomerang when the company has a bad experience with the customer. Some researchers propose the consequences of customer engagement namely satisfaction, trust and loyalty (Brodie, 2011). The definition of customer loyalty is the encouragement and behavior to make repeat purchases and to build customer loyalty to a service offered by a business entity.

Grab is one of the online transportation companies found in Indonesia and created and pioneered by Anthony Tan. Started at the time of Anthony Tan, thinking about how difficult it is to get a taxi in Malaysia. Starting from the thought, in 2011 Grab present as Myteksi which is a pioneer of online taxi in Southeast Asia. Grab is a Malaysian technology company and based in Singapore. ([www.grab.com](http://www.grab.com)). To develop the opportunity, of course Grab trying to grow as an online transportation service company that offers services according to market needs to support and maximize the services provided by Grab, especially in the region of Yogyakarta. The programs that are applied specifically in the region of Yogyakarta include Grab Temu Seru is the activity of brand campaign program that

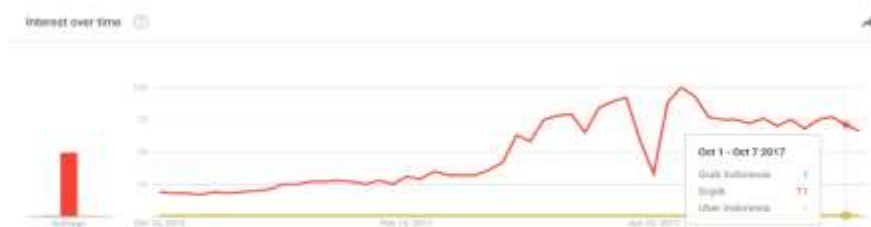
can provide a quality experience to build and establish customer engagement. Next is AYOYOG promotion program for Grab Car service and JOGJA ISTIMEWA for Grab Bike service.

The above program is part of the main concept that is carried from Grab itself is "One Tap Away To Go Anywhere", with a variety of services it offers such as GrabTaxi, GrabCar, GrabShare, GrabBike, GrabFood, and others. In addition, to keep attracting customers, Grab has a point as a gift or promo. Then the added value beyond the app, where most drivers shod and look neat, and use the Grab attribute.

In addition, the responsibilities of transportation Grab now also can be found

in one area in Indonesia, namely Yogyakarta. The presence of Grab in the area of Yogyakarta certainly adds speed to other transport competitors. Grab Yogyakarta started operation in early 2017. However, this mod mode of transportation has not received attention from the people of Yogyakarta. This is due to the lack of knowledge of the Yogyakarta community related to the activities undertaken by Grab, plus some of the better factors in Yogyakarta, and the average community. Yogyakarta is more dominant using competitor products. This phenomenon can also be used to analyze this google trend

**Chart 1. The decreasing level of public interest towards Grab Indonesia compared to its competitors**



**Source: Google Trends (accessed on October 16, 2017)**

Here are some notes of researchers related to the problems faced by PT Grab Indonesia on July 4, 2017 occurred demo driver or Grab demanding rights. (<https://www.cnnindonesia.com/teknologi/2>

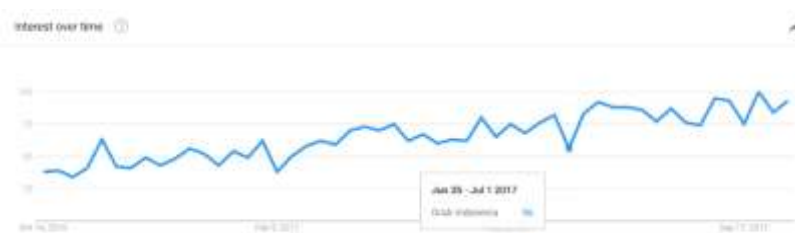
[0170703142928-185225425/besok-seribu-pengemudi-grabcar-gelar-aksi-demo/](https://www.cnnindonesia.com/teknologi/2/0170703142928-185225425/besok-seribu-pengemudi-grabcar-gelar-aksi-demo/) , accessed on October 15, 2017 at 21.57), on August 8, 2017 Grab Indonesia fired the driver which mistreated passengers in

Cileungsi. Some cases can be analyzed that the number of miss communication missed the three sides both from passengers, partners Grab and Grab Indonesia itself.

Looking at some of the above cases there is a very serious problem between PT Grab Indonesia and its partners and customers that cause trauma especially for consumers. The harmonious relationship between Grab and his partners poses a serious threat to Grab himself. Meanwhile, to maintain its customers, the need for public relations strategies one of them in customer relationship management with customer engagement approach program. In an effort to engage customers, PT Grab Indonesia as a leading online transportation company in Southeast Asia has shown its

existence and has been exposed both through online and offline sites. So with the platform, all information, opinions, and experiences can be easily accessed interactively between companies and their publics. For Grab Indonesia, customer relations management with customer engagement approach is a strategic step to get closer to the customer. Given the rise of news about Grab in Indonesia experience the impact of the situation is not good is the decline in the market share of consumer interest which decreased 44% on 25 June 2017 and the decline of partners who choose to be a partner of Grab Indonesia competitors, can be seen from the analysis of google trends curve below.

**Chart 2. The decline in the level of public interest in Grab Indonesia**



**Source: Google Trends (accessed on October 16, 2017)**

The implementation of customer relations management with customer engagement program approach is expected to maintain and improve customer retention. Specifically, the implementation of strategy has been widely used by companies and there are researchers who

examine the concept and measurement of customer engagement on tourism and hospitality brands, with trust and loyalty as a consequence. However, no researcher has implemented customer engagement in the brand of online transport mode. This study aims to fill the gap through the application

of customer engagement measurements on mobile operators with the context of engagement online by positioning satisfaction, trust and loyalty as a consequence of customer engagement.

Looking at the various phenomena that occur in Grab Indonesia, it certainly has an impact on PT Grab Indonesia itself. Reputation is the suitability of the vision and mission application of the company embodied in the corporate identity embodied in the daily activities of the company and perceived the same by the external and internal public company. All activities that carry the name of PT Grab Indonesia will be perceived the same by the public, therefore how important it is to build customer relations management with a good customer engagement program approach dilingkunganya.

Looking at the above issues, it is interesting for researchers to analyze customer relations management with customer engagement program approach to foster good relationship with customers, considering the existence of some problems faced by PT Grab Indonesia with its customers. The formulation of the problem in this research is "How Implementation of Customer Relations Management Through Customer Engagement Program PT Grab Indonesia in Yogyakarta In Achieving Consumer Loyalty Grab Indonesia in

Yogyakarta?". While the purpose of research is to know the implementation of customer relations management through customer engagement program PT Grab Indonesia in Yogyakarta in achieving customer loyalty Grab Indonesia in Yogyakarta and know the supporting and inhibiting factors of the program implementation.

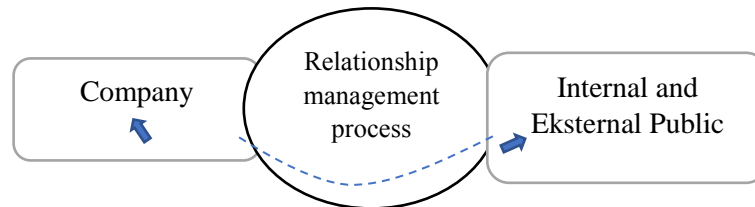
This theory becomes one of the important theories of public relations, because it is related to the basic function of public relations, ie communication activities that connect between the organization and the public. The focus on this theory discusses the process of relationship management between the organization and its public, both internal and external, hence this theory is also known as the center or core of public relations (Ledingham, 2005). In public relations practice, communication is aimed at maintaining the benefits that the participants of communication, the organization, and the public can perceive, that there is a balance of intermediate interests. Hence this theory is also known as the organization-public relationship theory (OPR) (Ledingham, 2005).

The definition of relationship management theory according to John Ledingham is the situation between the organization and the public in which the

actions of both parties can affect the economic, social, cultural or political welfare of each party. Meanwhile, according to Georgy (quoted in Philips, 2003: 213 & Kriyantono, 2014: 277)

referred to the organization's efforts to build relationships with the public to create positive relations in two directions (organization to public and public to the organization).

**Chart 3. Mutual Understanding**



**Source : Primary Data.**

The management process for building relationships starts with planning, implementation, and evaluation. Here are some basic principles of relationship management theory:

1. The main focus of public relations is to build relationships
2. Organization-public relationship is dynamic so it always changes every time.
3. Relationships are driven by the needs and desires of the organization and the public. The quality of relations depends on the perception of the extent to which expectations can be met.
4. Communication is a relationship management strategy tool, but communication can not maintain long-term relationships without accompanied organizational behavior.

5. OPR is influenced by the history of relations, the nature of interaction, frequency of exchange and reciprocity (mutual reciprocity).

6. The success of OPR is measured based on the quality of the relations, not the production and dissemination of messages.

## **METHOD**

This research use qualitative research method, that is exposure research about situation and event. Qualitative methods try to understand and interpret the meaning of an interaction event of human behavior in certain situations from the perspective of the researcher himself. In summing up the data, the researcher must go directly to the field actively (Ruslan, 2004: 203).

The object of research is the implementation of customer relations

management through customer engagement program at PT Grab Indonesia in Yogyakarta in achieving customer loyalty Grab Indonesia in Yogyakarta. The program that was studied during the period of 2017. The data collection technique was conducted by interviewing Levi Christiana as Marketing PT Grab Indonesia in Yogyakarta, partner or Grab Yogyakarta driver, and customer or passenger Grab Yogyakarta as primary data. Secondary data are obtained from various sources such as books, articles and company archives. The type of validity chosen by researchers in this method is the validity of the source. Where the validity of the source is to dig the truth of certain information through several methods and sources of data acquisition. For example, in addition to interviews and observations, researchers may use participant observation, written documents, archives, historical documents, official records, personal notes or writings and drawings or photographs. Each way it will produce different data, will then provide a different view of the phenomenon being studied

## DISCUSSION

The programs focused on this research include customer engagement program by PT Grab Indonesia in Yogyakarta consisting of Grab Temu Seru, AYOYOG

promotion program for Grab Car and JOGJA ISTIMEWA for Grab Bike. Implementation of customer relationship management program through customer engagement program PT Grab Indonesia in Yogyakarta in particular is a challenge by Grab as a provider of online transportation services that have a tight competition and of course have cases that must be handled PT Grab Indonesia in particular.

Communication through customer relations management (CRM) programs through customer engagement approach becomes the most important program which serves as a bridge and answers from media coverage case faced by PT Grab Indonesia itself. Where the CRM program through customer engagement approach becomes an opportunity for Grab to embrace all its customers by showing commitment to serve and provide security and comfort in using Grab as a means of transportation to the passengers. Before running the program, PT Grab Indonesia Yogyakarta area perform several stages, including:

### a. **Planning Stage**

First, PT Grab Indonesia in Yogyakarta undertook the planning stages of starting to determine the demographic, psychographic segmentation, as well as the things that society needs today. Segmentation of the program in terms of gender or age is

intended for young people (ages 17-30 years), family, and general. Meanwhile, in terms of regional conditions, PT Grab Indonesia Yogyakarta region chose a strategic location and easy to reach by the public.

Starting from Grab Temu Seru program, this program is one of brand campaign activities carried by PT Grab Indonesia which then distributed to every region, including Yogyakarta. Each region such as Yogyakarta and other areas only develops program content from the theme provided by the center. At this stage, Grab Yogyakarta marketing event team also identifies related things that can be sold in Yogyakarta city so it is expected to give good profit for the company, partners and customers. In addition to helping to communicate the program, the Grab Yogyakarta also work with EO (Event Organizer) as a business partner to run the program.

The purpose of the Grab Temu Seru program is to facilitate the community (participant) to interact directly (hangout) with friends or relatives, meet new people or even get together with old friends. Tools used to publish this program using social media instagrsm in the form of "grabistimewa" for officialya special account Grab area of Yogyakarta. During the activity of Grab Temu Seru program

participants are required to document the program content by making a documentary video (vlog) briefly. Since vlog is one of the social media that is trend in this day and age, then all activities undertaken by participant during follow the program must be documented and then uploaded to Instagram account of each participant.

Next is the program "AYOYOG" and "JOGJAISTIMEWA" is a promo program from Grab devoted to the region of Yogyakarta. Target program "AYOYOG" is actually reach 15.000 rides / day, while for "JOGJAISTIMEWA" about 2000-3000 rides / day. The things that were done at the planning stage were not much different from the previous Grab Temu Seru program. Grab Yogyakarta party also identifies related things that become the needs and expectations of the people of Yogyakarta, so it is expected that the program implemented can be beneficial in a sustainable manner. The purpose of this program include target selling, which is increasing the number of rides or trips every day. However, Grab also emphasizes that the loyal passenger category is that although there is no promo program, passengers still use Grab as transportation priority. In terms of service, the promo program there is no special service for passengers who use or who have not used the promo program. That is, all passengers



still get the same service from Grab. Tools used to convey the message of this promo program using push notification in Grab application and social media Instagram.

#### **b. Implementation Program**

From Grab Temu Seru program, this program consists of several events, such as cooking competition, exciting Zumba, watching exciting justice league, coloring competition, 150 cups of coffee, beauty treatments, dinner. The target of this program is 1000-2000 participants, but the participants involved in the field only about 500 participants. The Grand Prize given from Grab Temu Seru is a free holiday ticket to Bali which is destined for two winning teams. During program events, especially for cooking competitions, each team must create a video documentary (vlog) which then contains into the instagram account of each participant. The percentage of facts from this competition is 60% for activeness in making vlogs and 40% for serving dishes.

Through Grab Temu Seru, Grab's donations establish relationships with customers or communities that allow a broader and better Grab. Judging from its profit objectives, Grab Temu Seru gives the message to the public that Grab is an easy to use, convenient and accessible online mode of transportation, or the audience or participants who participate in the program

can be sole for using the Grab transport service. Next is promotion program of AYOYOG and JOGJA ISTIMEWA. This program is devoted to the transportation service of Grab Car and Grab Bike. Discounts for Grab Car services are around 60% - 80% with a maximum rate of Rp 8.000, - for 20 trips. While for Grab Bike at 40% with a maximum tariff of Rp 6.000, - for 10 trips, the maximum limit of this promo will usually be informed through the Grab application for the customer. How to use this promotional program is by entering the promo code "AYOYOG" and "JOGJAISTIMEWA" in the fields provided in the Grab application.

Various responses from both partners and some customers are quite helpful with this promo program, among others, providing convenience in everyday mobility for those who do not have a vehicle, menghambat pocket money of students or students at affordable prices and others. However, it is possible that there are some passengers who only once or twice in using Grab. This is because the price competition is quite competitive and only based on community needs only. The services provided are also applied equally to the passengers who use the promo program or who do not use the promo.

Security and security are the main value of Grab in serving its passengers or

customers. This promotional program has actually been implemented since July 2017, but as the condition of the region grows in Yogyakarta and improves the customer's needs, the program is continuously extended until early 2018

### c. Evaluation Program

After conducting its programs, PT Grab Indonesia in Yogyakarta also conducted an evaluation to measure the success of the program. Implementation of programs conducted to establish relationships with customers of course there are some results that have been in accordance or not with the goals and program target plan. Evaluations were conducted with meetings involving employees and all divisions. Meetings are usually held once a week and for large programs are usually implemented once a month post the program. The evaluation includes:

- What has been done for a given period and purpose
- Meetings usually involve team event marketing from Grab Head Office in Jakarta
- The meeting also involves the Event Organizer (EO) team that helps the program implementation. This EO team will also provide program reports that have been implemented. For program reports provided usually only in the form of photo and video

documentation during program activities or not in text form.

- What results are obtained from the program done. PT Grab Indonesia in Yogyakarta also has a special division in the form of an analysis team in charge of analyzing the results obtained from the program being run. This division will later analyze and evaluate the related supporting and inhibiting factors that may affect the course of the program, such as what causes the number of rides to increase and decrease

### Supporting Factors In the Grab Gathering Program, AYOYOG, and JOGJA ISTIMEWA

Grab Temu Seru prioritizes one of the online digital media in the form of Instagram and video documentary (vlog) as part of its program content activity. It certainly becomes one of the supporting factors for Grab Yogyakarta activities. The presence of online digital media in Grab Temu Seru program also received positive response from some participants, especially because the participants were dominated by young people who were quite active in interracial activity in social media. Implementing video activities in the form of vlogs uploaded on Instagram social media, is one of the opportunities for Grab

as a branding strategy to grow "brand awareness" for the people of Yogyakarta. Another supporting factor is Grab Temu Seru is a program that seeks to facilitate the people of Yogyakarta to meet relatives or new friends, which is expected to foster activity togetherness with the value of cooperation and kekompakkan between individuals.

The next program that is carried by Grab Yogyakarta is a promotional program "AYOYOG" which is devoted to Grab Car. This promotional program also got positive response from some customers who have used this promo AYOYOG. the supporting factors of this program can be seen from the considerable discounts, which is about 60-80% for 1x trip, especially the people of Yogyakarta who currently still like the product or service at affordable prices. In addition, for its transportation service, Grab does prioritize Grab Car services as a priority in serving customers. Although there is no promo program, this Grab Car transportation service is considered a bit cheaper compared to competitors.

For "JOGJAISTIMEWA" is a promo program devoted to GrabBike (motor) service. The promo is actually the same as the "AYOYOG" program, the difference lies in the discounted price. Discounts given from the program are about 40% for one trip. Opportunities that can be a

supporting factor of the presence of this program include Grab Bike service in the form of a motor that can support the mobility of people in reducing congestion. Plus the condition or the level of transportation in the area of Yogyakarta today that continues to increase the density of the city of Yogya by various types of transportation. Grab Bike strives to be present as one of the answer problems for the people of Yogyakarta to provide ease in performing daily activities.

Another supporting factor is to recruit potential partners (drivers), PT Grab seeks to provide test drive for potential partners. Implementation of training and test drives conducted because Grab want to provide service with the best quality possible. So with the implementation, the customer is expected to be satisfied with the services provided by Grab.

### **Inhibiting Factors In the Intersection Grab Program, AYOYOG, and JOGJA ISTIMEWA**

In the implementation, the Grab Temu Seru program carried by PT Grab Indonesia in Yogyakarta can run well. However, there are constraints faced during pre and post program, such as target participants who are not in accordance with the original plan. The expected target of Grab Temu Seru at that time can reach 1000 participants, but the participants involved in the field only

about 500 participants. Participants involved at that time can be said far from the original plan targets. The obstacle that is the inhibiting factor in Grab Temu Seru at that time is the informations of the program program from the Head Office quite suddenly. Although the development of Grab Temu Seru content is done by Grab Yogyakarta, but content packaging must wait for approval from Grab Head Office located in Jakarta. It certainly takes a long time, thus impacting publicity activities in Yogyakarta are less than the maximum.

Next is the promotional program AYOYOG and JOGJA ISTIMEWA. Implementation of the program "AYOYOG" on Grab Car Grab Bike service certainly there are some obstacles that can hamper the course of the program. Lack of information for customers or passengers becomes one of the inhibiting factors of this program. especially since not all audiences still do not have a Grab mobile application. For the distribution of promo programs like this, Grab does rely on mobile application Grab through "push notification" as the main channel in spreading program info, it can be said that only some customers who can know promotional program like this.

Further inhibiting factors when viewed from the side of partners or drivers, lack of good application by partners in serving

passengers. Although the company has provided training and test drives and socialization related to corporate values, but in reality there are still some partners who are less good in providing services. In addition, another factor that can be a constraint is weather conditions. The number of rides or trips can be said to decrease when there is an uncertain weather change, such as rain. It can be seen that the argo rate will also increase when the weather changes, it is due to extra services that must be given to the customer when the weather conditions are not good.

Based on the results of research conducted by researchers found that customer relations management program through customer engagement for consumers of D.I Yogyakarta region are divided into three programs: Grab Temu Seru, Grab AYOYOG, Grab JOGJAISTIMEWA.

Grab Temu Seru is a program that works together with event organizer (EO), Lippo mall and Cinemaxx, this program aims to engagement consumers and know the consumer's perspective to Grab. This program provides facilities to Grab customers to meet relatives or friends as well as a step Grab to enter into the daily life of consumers and know more closely or interact directly with consumers Grab. This program also aims to create a brand

Campaign company where participants who joined this event actively campaigned "NearDenganGrab". This means not only the company that feels close to consumers but consumers also provide feedback to the company where the feedback can invite potential new customers to use and participate actively in activities undertaken by Grab.

Based on the observation of the researcher that the program is running well, although there are technical problems during the activity, such as the target of participants who do not fit the initial plan but it can be said this activity managed to attract the attention of customer Grab. Indirectly customers or participants who

participated in this event actively campaigning campaign brand programs conducted by Grab is "Close With Grab" through social media Instagram. However, the program will be better if done sustainability so that consumers can di-call continuously. In addition, the presence of Grab Temu Seru Yogyakarta program is also one of the media campaign and branding strategy to introduce Grab to the community.

According to the researcher's analysis this program is able to increase consumer's trust to Grab Yogyakarta. When viewed from the results and sales targets of the program AYOYOG, the following data use Grab Car and Grab Bike:

**Chart 4. AYOYOG Promotional Use (Grab Car)**



**Source: Analysis of Researchers**

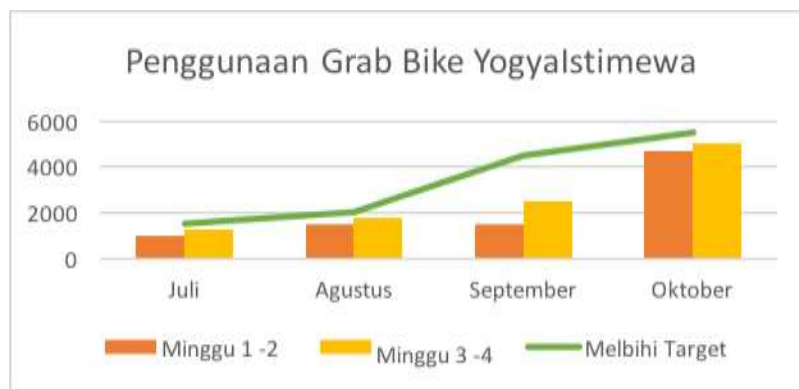
Can be seen when the marketing party using CRM strategy through customer engagement, the use of Grab Car continues to increase. At the beginning of August the

usage reached 5,000 users but by the end of August the use of Grab Car had dropped to 4,500 as the program was stopped for evaluation material. However, if seen

before the AYOYOG program, Grab Car Yogyakarta only managed to get 3,500 users. This means that although the program is stopped the number of consumers Grab Car continues to increase. But Grab Yogyakarta continued the AYOYOG program beginning in September until today. It can be seen that the trend of the Grab Car usage bar chart

touches 17,500 trips / day. According to the researchers' analysis, this is an integrated strategy with both customer relations management programs through customer engagement as evidenced by the continued use of Grab Car. The weakness of this program was stopped to measure the success of the program that should not have been in time.

**Chart 5. AYOYOG Promotional Use (Grab Bike)**



**Source: Analysis of Researchers**

The next promotion program is JOGJA ISTIMEWA. Based on the bar chart above can be seen if initially before using customer relations management strategy through customer engagement Grab Bike approach in early July only able to get consumers with an average of 1,000 pe Yogyakarta using JOGJAISTIMEWA discount promotion, the use of Grab Bike in Yogya has been increasing since August, so it managed to touch the number 2,000 trip and in October reached 5,500 trips / day. Seeing from the above data that

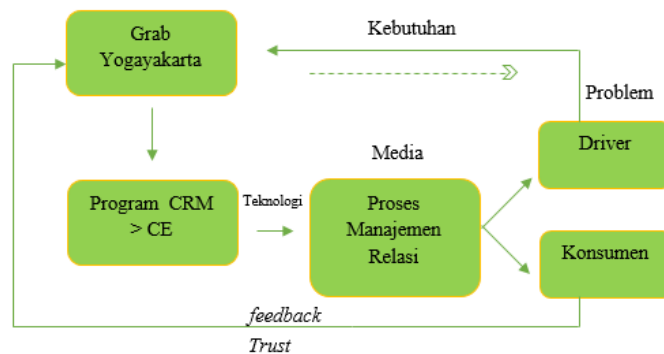
JOGJAISTIMEWA program succeeded in fulfilling the needs of consumers and generate a sense of brand awareness from consumers.

According to the researcher's analysis based on relationship management theory, (customer relationship management) the number of program with customer engagement approach succeeded because in running the program between the two defendants namely PT Grab Indonesia in Yogyakarta and the consumer (public) get the same profit. From the side of the driver as a

partner they also get their rights with the program promo terebut. In addition, AYOYOG and JOGJAISIMEWA promos are also felt by customers and customers who are loyal to using Grab by earning the benefits of price cutting, timeliness and prizes through the Grab Temu Seru program. The relationship that is run through CRM programs with CE delegation

is driven by the needs and desires of PT Grab Indonesia in Yogyakarta with consumers, where PT Grab Indonesia in Yogyakarta needs a good reputation from the public as well as the public need services offered by Grab safely and conveniently, following management flows relationships made by Grab with the public.

**Chart 6. Impelementation Analysis Model Mangement Relationship Theory**



**Source: Analysis of Researchers**

In addition, the role of communication applied by PT Grab Indonesia in Yogyakarta refers to internal and external communication in the form of information exchange between companies and partners and passengers. This communication serves to build mutual understanding between the two parties so that programs and activities undertaken by PT Grab Indonesia can be in accordance with the needs of the people of Yogyakarta and can build public confidence in PT Grab Indonesia in the region of Yogyakarta.

The following analysis of consumer loyalty aspects to Grab Indonesia, especially in the region of Yogyakarta can not be said:

1. Makes Regular Repeat Purchase, Consumers are able to buy products repeatedly on the products offered by the company, in this indication Grab customers use repeated use but if there is a promotion offered. But if competitors provide more attractive promotions then consumers tend to use services to competitors.

2. Purchase Across Product and Service Line, consumers buy or use all lines owned by the company. In this indication, Grab customers use all the lines offered by Grab Bike (motor) and Grab Car (car), consumers use the products offered based on their needs.
3. Refers Others, consumers provide refrentions to others about the products offered by the company, on this indication Grab customers provide reference to relatives but if there is a promotion only if there is no consumer

## CONCLUSION

Implementation of customer engagement program implemented by PT Grab Indonesia in Yogyakarta is part of CRM implementation. This is supported by program content that in its activities involves human components, processes and technologies. Activities are quite capable of reaching the customer and Yogyakarta community to participate actively in campaigning corporate brand campaign through Grab Temu Seru. Other promotional programs such as "AYOYOG" and "JOGJAISTIMEWA" are also considered to have high company selling value, supported by the increasing demand and the needs of the people of Yogyakarta in using easy-to-reach transportation modes and tariffs that are quite cheap compared to

promotion is still more likely to use competitor products.

It can be concluded from the above indicator, the consumer owned by Grab Indonesia especially Grab Yogyakarta has not reached consumer loyalty, but the strategy used by the Grab Yogyakarta through customer relations management with customer engagement approach succeed and able to give a very tight competition in the field of online transportation service.

competitors. The presence of technology through mobile applications Grab and new media such as social media instagram also supports the delivery of program messages so that the program can be in accordance with company goals.

Program activities conducted by Grab Yogyakarta is a forum to establish closer relationships with audiences or target market. Through the activities undertaken, Yogyakarta people are expected to be more familiar with and know the existence of company activity. So that "brand awareness" can be felt by customers and Yogyakarta people to use Grab mode transportation services.

Implementation of customer engagement program conducted by Grab Yogyakarta there are several supporting



factors and inhibiting factors. The use of technologies such as mobile application Grab and social media in the form of Instagram "jogjaistimewa" applied by Grab Yogyakarta as part of its program activities is one of the needs of the community. When viewed with the current digital era trend, people tend to want everything that is instantaneous. The presence of technology applied by Grab, is believed to be able to support the mobility of people in carrying out their daily activities. While for the inhibiting factor, Grab Yogyakarta has some obstacles such as the information theme of the program quite suddenly from Jakarta Grab headquarters, thus affecting the time and publicity that is less than the maximum. This can be seen from the target participants of Grab Temu Seru program which is not in accordance with the initial plan due to the uneven distribution of program information. Another obstacle is weather conditions. Unfavorable weather conditions can also cause the number of rides or Grab trips to decrease. This is due

to extra services that must be given to passengers and the lack of interest of the community and passengers to travel when the weather is not good.

Implementation of the program conducted by PT Grab Indonesia in Yogyakarta is able to attract the attention of consumers, but does not reach the stage of loyalty. This can be seen from some customers who use Grab only if there is a promotional program only. In addition, the uneven distribution of information causes only some people who know the program info, so that it implies the implementation of less effective programs. Although it has not reached the stage of consumer loyalty due to the competition of competitors is quite strict and better image and reputation on the competitors, but the program implemented can create "brand awareness" in the minds of the people of Yogyakarta. This is also evident from some customer responses that are quite welcome when following Grab programs in Yogyakarta.

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