

Analysis Customer Relationship Management (CRM) for increase Competitive Advantage in Water Tourism “ Jiput ” Kediri City

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Abstract: *The purpose of this study is to evaluate the implementation of a CRM system can improve the visitor experience through personalization of service, rapid response to feedback, and better relationship management . Analyzing and describing Customer Relationship Management (CRM) can help in increasing Competitive Advantage in Water Tourism " Source Jiput . Research This using a qualitative descriptive approach and this approach emphasizes on detailed exploration and description of experiences and perspectives related to the implementation of CRM in Jiput Water Tourism. Data analysis uses data triangulation, where data triangulation is to cross-check and validate the results between one data and another data, both from secondary and primary data obtained in the field to be compared from selected data sources, then organized, analyzed, and concluded. From the results discussion the found that social media or digital marketing can used For promote and introduce A place tour for CRM manager is very necessary For manage tourists , so that traveler do visit back . Further support and mentoring are needed to ensure that each member can carry out their role effectively and show that Sumber Jiput is one of the most well-known tourist destinations in Kediri*

Keywords: *customer relationship management (crm), advantages compete , tourism*

INTRODUCTION

Tourism in Indonesia has a very important role as one of the source reception foreign exchange in Indonesia's development which has riches nature , culture and customs are different and are the main capital in tourism (Dwi & Liana, 2018). Wisdom existing local in life public among others art traditional , custom customs , agriculture , history and culture . Constitution Number 6 of 2014 Concerning Village open room for development village . Modeling village tour that depicts identity characteristics typical area . Tourism is growing through village tour will strengthen resilience social culture society and improve economy public (Lewan et al., 2023).

Development Tourist Objects and Attractions (ODTW) which are mover main sector tourism need cooperation all over stakeholders interests consisting of from society

and government , cooperation direct from circles business and also from party private (Devy, 2017). Development village tour can create opportunity business new , improve income community , and strengthen the sense of togetherness in guard culture and environment local .

Development industry tourist is one of the strategies used by organizations government and also private with promote a particular area as area tour For increase trading through sale goods and services to local people both local and non- local (Gresik & Aslamiyah, 2022) . With beauty clear springs and views stunning nature , Source Jiput offer Power significant pull for tourists . From the formulation problem on so objective study This is For evaluate implementation CRM systems can improve the visitor experience through personalization of service, rapid response to feedback , and customer management. more relationship good for analyze and describe *Customer Relationship Management* (CRM) can help in increase Competitive Advantage in Water Tourism “ Source Jiput .

METHOD

Study This use approach descriptive qualitative and approach This emphasizes detailed exploration and description about experience and perspective related CRM implementation in Jiput Water Tourism . Technique data collection that will be implemented is :

1. Field Research : Field research is conducted to obtain primary data obtained through Observation , Interview and Documentation
2. Literature *Research*

Subjects of the study This are the visitors tourism , management tourism , figures community and authorities government Ward Rejomulyo , Kota District , Kediri City . With use method purposive sampling, then the informant who will chosen are the people who are expected own knowledge , experience and competence to the problems that will researched .

Data analysis using data triangulation , where data triangulation is do cross check and validation results between one data with other data as well from data in the form of secondary as well as primers obtained in the field For compared to from data sources that have been selected , then organized , analyzed , and concluded . The results Then used For explain problems that have been investigated in a way factual and objective in

accordance with findings obtained in the field .

RESULT

Tour Source Jiput is place tourism that is still popular and frequent visited by people. At first , the source Jiput considered as source spring . Residents local use more from three source this spring For match plant , drink , and fulfill need they others . Tourism source jiput is also possible be one of place interesting tour at a time offer opportunity work for inhabitant local (He et al., 2023) .

Based on results interview in study This as following :

Interview with Head Mr. Yudi's Sub-district Prasetyo , S.Sos .,

" Now Jiput is more crowded compared to 2-4 years ago, but during the Covid period it was a bit quiet, because the space was open so we had to obey the rules at that time. If the goal is to relax there, that's possible, but it's not as crowded as it is now, because now there is Pokdarwis, the activities are better managed. "

" I see that massive and structured is still lacking, but social media already exists and it has collaborated with PKK's social media to upload. But in my opinion it is still minimal, we can still make it more massive, at least each of the Pokdarwis administrators uploads it on their social media. Including from events that boost, for example I have an idea that later there will be an event to take videos or photos that will later become favorites, which will introduce Sumber Jiput to many people. "

Interview from academic on name of Mr. Prof. (Hc) Dr. IGG. Heru Marwanto , MM., as following :

" I feel quite satisfied, it can be seen from the past until now that the number of visitors has continued to increase. "

" Yes , there is a banner of what activities, then the next day the activities will be announced, it can be categorized as an announcement. It's just that now it's losing out to Car Free Day (CFD) on Jalan Dhoho, but that's only at certain times, after that those who go home to Blabak often stop by there or the second is that they leave in the morning to the north or CFD stops by to join the gymnastics there. This is also a task to attract more tourist visits to be even more crowded when it coincides with CFD. The more tourists there are, the more challenges there are to increase visitors. "

Interview figure public or inhabitant on Name Mr. Imam

“ Information about the development of Sumber Jiput is always routinely conveyed by local residents, both directly and through social media. One of them is the Sumber Jiput Instagram account, where a lot of information can be found, including what activities are actively carried out there, all of which are intended for the community. Every Sunday, there are also various event activities, such as gymnastics, UMKM, and many other educational activities to increase insight into Sumber Jiput. ”

Interview visitors tour on Name MbK Tia :

So far, have you received information about the condition of the Sumber Jiput water tourism? Is it from social media, Instagram, Facebook, WhatsApp, or others?

“ From social media, especially Instagram, I see that whenever there is an activity in Sumber Jibun, they always post it. I know the latest information from there too. ”

Is information about the Jiput spring water tourism or activities therein running effectively and always routinely informed to the local community?

“ From Instagram, in my opinion, the information is routine and regular. Every time there is an activity or event, it is always updated there. Maybe this is done to attract visitors. For people from outside the city, for example, they can find out about Sumber Jibun from Instagram first. If they are interested, then they will come there. ”

Interview with Mrs. Bonik Matusoleka as RT and UMKM actors in the sub-district Rejomulyo

How much do you know about Sumber Jiput tourism? So far, what do you know about the "Sumber Jiput" Water Tourism?

“ Sumber Jiput water tourism is natural, it has existed since before I was born. But, it was not as big as it is now. Now, this tourism is managed by UMKM, so it is more advanced, especially now there is additional trade from local UMKM which makes this place even more crowded, especially every Sunday. In addition, there are many new rides that attract visitors from outside the city. In the past, visitors were only from around here, but now many come from outside the area. ”

Interview with Mrs. Santi, Chairperson Sub-district UMKM Group Rejomulyo

How role How has Pokdarwis (Tourism Awareness Group) managed the "Sumber Jiput" Water Tourism?

“ Pokdarwis plays a very important role in terms of cleanliness, beauty, and development, with support from Rejomulyo Village. The Village supports the development of Sumber Jiput as much as possible. Flying Fox, Water Bike, and Paddle Duck rides have been around since 2022. For UMKM and Gymnastics Events, there will be new ones in 2024. Hopefully, it will be even more advanced. Because in the south of

Sumber Jiput, the IAIN building will be built, there are 4-6 buildings. With the IAIN Building, it will become a busy area, so it will have a good impact on Sumber Jiput. The potential for increasing visitors is increasing. Not only in Sumber Jiput, the impact is also on residents, many UMKM sell and help the residents' economy. The challenge for Sumber Jiput is in its development. "

So far you have received information about the condition of the "Sumber Jiput" Water Tourism

A. Is the information about the "Sumber Jiput" Water Tourism or the activities within it running effectively and always routinely informed to the public?

" Information on the development of Sumber Jiput is always updated on Sumber Jiput's Instagram. The official Instagram is @Sumberjiputkediriofficial. So that the public can know all the activities in Sumber Jiput through this social media. There are many things that Sumber Jiput does not yet have, such as tourist maps, homestays, The main obstacle is the budget obtained by Pokdarwis friends. The budget obtained from parking for Sumber Jiput operations. Such as repairing damaged paddle ducks and cleaning staff salaries. After that there is a contribution from MSMEs from the sales results, what percentage goes to Sumber Jiput. "

Interview with Head of Pokdarwis Kelurahan Rejomulyo Mr. Farid

So far, have you gotten information about the condition of "Sumber Jiput" Water Tourism from social media? What social media is it (IG, Facebook, Whatsapp, or others)?

" For 6-7 months, always update on Instagram source jiput. His social media account is Instagram @SumberJiputkediriofficial. Which is managed by pokdarwis, related to updates every week. Prioritize appearing earlier, because without all young friends work will be slow. "

DISCUSSION

Customer Relationship Management (CRM) Strategy in Water Tourism " Source " Jipput "

CRM combines potential relationship strategy marketing and IT for produce benefits and relationships term long with customers and other key stakeholders . CRM provides chance For using data and information For understand customer (Anshari, 2019) . Such as as it is with Source Jiput , how manager Can manage tourists to come Keep going straight come For visit Source Jiput . From the results interview above , explains development Source Jiput in a number of year final show significant transformation , from location simple become an attractive and well-managed tourist destination. With the

collaboration between the community, Pokdarwis groups, and UMKM, Sumber Jiput now not only offers natural beauty, but also various activities that support the local economy and improve visitor comfort.

From the explanation interview from chairman Tourism Community Group Ward Rejomulyo , said that

“ For 6-7 months always updated on instagram source jiput. social media account Instagram @SumberJiputkediriofficial. Managed by pokdarwis, related to updates every week”.

This is also answered from interview visitors Miss Tia

“ From social media, especially Instagram, I see that whenever there is an activity in Sumber Ji put , they always post it. I know the latest information from there too ..”

This matter like study Previously , where Customer Relationship Management (CRM) was run by Trans Studio Garden Tanjungpinang covers a number of stages important designed For strengthen connection with customers and improve loyalty that is , involving customer data collection , implementing customer data analysis with Focusing on member database , CRM program development includes Updates periodically on customer database , personalization communication through segmentation , and innovation in the loyalty program . Trans Studio Garden Tanjungpinang implement three CRM levels , namely strategy, operational , and analytical . CRM strategy is oriented towards the formation of culture customer- centric business , CRM operations are about business process automation everyday , while CRM analytics maximizes customer data For taking more decisions (Bimo Syahputro et al., 2023) .

Besides it was stated in another study that Majority traveler use channel electronics . The more Lots provider tourist can using e-CRM for analyze and understand behavior tourists (electronic customer relationship management). In the end satisfaction play role big in loyalty destination (Djunaedi et al., 2022).

From the discussion the Can found that social media or digital marketing can used For promote A place tour for Manager . Source Power competent human being in handle *Customer Relationship Management* (CRM) on site tourism . So that traveler will still come back to “ Source” Tour “ Snap ”.

Customer Relationship Management (CRM) can help in increasing Competitive Advantage in Water Tourism " Source " Jipput "

In problem This *Customer Relationship Management* (CRM) is a matter important . Problems tour local if No get attention so will become weaknesses in tourism local so that development tour local worrying can hampered by competitors . In addition That other threats / obstacles that are not can predicted especially at the destination tour based on potential natural is existence disaster nature and cycles the season that is experiencing change (Nugraha et al., 2017).

The results of the interview also agree with theory , results interview with Mr. Imam:

“ Many changes have occurred, one of which is in the tourism sector. In the past, this place was only known as a fishing location or just a place for people who, excuse me, like looking for lottery numbers and the like. Now, the conditions are different. This place has become more interesting , more beautiful, and better. In fact, many people enjoy it, both the general public and tourists, because of its comfortable atmosphere”

“.... In fact, many people enjoy it, both the general public and tourists, because of its comfortable atmosphere. In addition, now there is development in various fields, including one that is more directed at education in the context of tourism. For its development is very rapid because of its strategic location along the road. Most visitors or tourists are looking for a cool and shady place, but not too far from the city area. Well, here, Sumber Jiput tourism itself has many alternative roads that make it easier to access from the city to tourist locations”

Furthermore interview from a academic Mr. IGG. Heru Marwanto :

" I feel quite satisfied, you can see that from the past until now the number of visitors has continued to increase... "

Interview from Head Ward he say :

" There is a study from IAIN related to the satisfaction of visitors who visit several tourist attractions in Kediri. It is mentioned there about the most famous tourist attractions, the Jiput spring is among the most famous tourist attractions compared to other sources, we have 3 sources, namely the Yoso spring, the Jiput spring and the Banteng spring. Among the 3, the Jiput spring is the most widely known including the level of satisfaction. But regarding satisfaction, I think it still needs to be improved, visitors are included in natural tourism because if it is monotonous, the level of satisfaction will decrease over time so we still need to manage it. But in the study, the satisfaction was quite high compared to other sources. We registered for a tourist village, 500 were entered, then the next selection was 300 throughout Indonesia from the registrants, 6,000 or so were entered, meaning with the existing resources. Hopefully next year we have to increase it again ..."

In other studies suggest that with the existence of an information system tourism , company can do delivery information tour with good and able understood his customers Because more delivery detailed , Next management of tourism data and customer data will more Good so that can be a good promotional media with using existing customer data stored (Fransiscus Budi Mulyanto & Maulana Ardiansyah, 2023).

CRM is very necessary For manage visitors or tourists to stay back . So that if Lots visitors who come economy in place tour the Finally will walk fast , appropriate wishful thinking from public around .

From the discussion the Can found that social media or digital marketing can promote and introduce A place tour for CRM manager is very necessary For manage tourists to stay come back . Further support and mentoring are needed to ensure that each member can carry out their role effectively and show that Sumber Jiput is one of the most well-known tourist destinations in Kediri

CONCLUSION

From the discussion on Can concluded that :

1. From the discussion the Can found that social media or digital marketing can promote and introduce A place tour for Manager . Source Power competent human being in handle *Customer Relationship Management* (CRM) on site tourism . So that traveler will still come back to “ Source” Tour “ Snap ”.
2. CRM is very necessary For manage tourists to stay come back . So that if Lots visitors who come economy in place tour the Finally will walk fast , appropriate wishful thinking from public around .
3. Although tourism management carried out by Pokdarwis shows progress with the increasing number of visitors, there is still a need to improve competence and internal management in order to achieve better professionalism. Further support and assistance are needed to ensure that each member can carry out their role effectively.
4. Research shows that Sumber Jiput is one of the most well-known tourist destinations in Kediri, with a fairly high level of visitor satisfaction .

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