

CUSTOMER RELATIONSHIP MANAGEMENT (CRM) AND ITS IMPACT ON CONSUMER SATISFACTION ORGANIC RICE

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ABSTRACT

A business also will not succeed well if there are no consumers who buy products or services. For that we need a business strategy and system that is able to increase customer satisfaction. But the system will also never run well without a consumer database. The information obtained from these consumers is a very valuable input for a business such as that which occurred in the Qaryah Thayyibah organic rice farmers' community in Ketapang Village. From the marketing side so far it still relies heavily on good word of mouth, by providing samples to people who come to the area, or through social media Facebook, but the available data is never updated. While there are many competitors out there who always come up with new ideas and innovations that cause consumers to have many choices. This is certainly very unfortunate because the organic rice produced by Ketapang Village has actually been able to compete with similar products from other regions. Especially now that consumers are becoming more selective and critical in making decisions for product purchases, by looking at the product, service before and after purchasing. For that we need a strategy that can increase customer satisfaction and increase purchasing power. One of them is with Customer Relationship Management (CRM) which is a business strategy based on consumers, and aims to increase customer satisfaction and make consumers loyal to the products produced. Some factors that influence Customer Relationship Management (CRM) include analysis of consumers, vendors, internal information processes and consumer complaints. In addition it is necessary to identify the needs of each consumer into potential consumers, ordinary consumers, and potential customers so that each obstacle can be identified in meeting the needs of consumers. The purpose of his research is to describe and analyze the level of consumer satisfaction in purchasing organic rice. The method used in this research is descriptive analytic, and the sample determination method uses judgment sampling with 52 respondents. The results showed that there was a matching level of importance and performance of organic rice products at 83.6%. This means that the level of conformity between the level of importance and the level of performance is good and in accordance with consumer expectations. However, the level of consumer satisfaction in purchasing organic rice is 37.74%, which means that consumers of Qaryah Thayyibah rice products are generally in a less satisfied condition.

Key words: Organic Rice, Customer Relationship Management (CRM), Consumer Satisfaction

INTRODUCTION

Background

Some of the advantages of organic farming are far from the use of chemical pesticides in which there is the use of heavy metals that can poison the consumer's body so that it will cause various diseases. In addition, by not using pesticides, this will also preserve the ecosystem that is in the soil. This organic farming will strengthen the soil structure and maintain the water in it. Soil fertility is the key to successful production that takes into account the natural ability of the soil to produce good quality agricultural products and the surrounding environment. From the product side, organic agricultural products make the body healthier because they are free from heavy metals contained in pesticides that can enter the bloodstream. Once the magnitude of the benefits generated through organic farming is of course an opportunity for organic food producers to produce quality products.

In its development, organic farming originating from Baran Hamlet, Ketapang Village, Semarang Regency is currently a training center for several government agencies and villagers from several regions in Java to visit and learn organic farming. This is because this agriculture develops an environmentally friendly agriculture that invites farmers to make their own organic fertilizers and pesticides from natural materials that are around their residence. With this movement, of course, it will be more prosperous for farmers and make farmers more independent because they provide their own seeds, fertilizers and pesticides, and post-harvest processing is done by themselves.

But a business can never run well if no one buys the product. While there are many competitors out there who always come up with new ideas and innovations. This causes consumers to have many choices. From the marketing side so far it still relies heavily on good word of mouth, by providing samples to people who come to the area, or through social media Facebook, but the available data is never updated. This is certainly very unfortunate because the organic rice produced by Ketapang Village has actually been able to compete with similar products from other regions. Especially now that consumers make decisions to purchase products to be more selective and critical, by looking at the product, service before and after purchasing.

One strategy that manages the effectiveness of customer relationships with the products produced is the implementation of Customer Relationship Management (CRM) which has the role of keeping consumers buying products that are needed now or in the future. According to Buttle (2007), Customer Relationship Management (CRM) is a strategy in business that integrates internal processes and functions in managing detailed information about each customer with all external networks to create and realize value for consumers. Customer Relationship Management (CRM) seeks to build customer loyalty to products made, continue to strive to motivate customers, and minimize the assumption that the company is no longer product-oriented (product-

oriented) but has been customer-oriented (customer-oriented). But this will not work well without a database of consumers, such as customer orders, customer history, market needs, or consumer complaints. In addition, identification of the needs of each consumer can be made into potential consumers, ordinary consumers, and potential customers.

From the background description above, the purpose of this study is to analyze the level of consumer satisfaction of Qaryah Thayyibah on organic rice products, so that consumer needs can be identified, service quality according to consumers, as well as knowing improvements that must be given to consumers.

LITERATURE REVIEW

Competitive Advantage

An effort that is able to move quickly to respond and overcome problems and immediately find a solution will make the institution well developed and able to survive from its competitors. In general, every business must make several strategies to achieve its objectives and position superiority compared to other similar businesses. Competitive advantage comes from the many business activities in designing, producing, marketing, delivering, and supporting the products produced.

Ganesh and Mehta (2010) explained that competitive advantage consists of (1) Low Cost, which is a strategy that relies on relatively low cost advantages in producing goods and services, (2) differentiation, namely the ability to produce unique goods and services and has more value in the form of quality, special traits / characteristics and other services, and (3) Focus is a strategy that seeks excellence in certain target segments.

Competitive advantage comes from many different activities carried out in designing, producing, marketing, delivering, and supporting its products. Each activity can support the relative cost position of a business and create a basis for differentiation.

According to Yasin (2013) to create competitive advantage, things to consider are (1) Knowing what competitive advantage means. Competitive advantage is a factor that distinguishes a business from other businesses, and makes consumers prefer the product over products owned by competitors, (2) Competitive advantage is a way of creating value that competitors cannot do for consumers. This value can be lower costs, faster service, better customer service, location, quality, and many other factors. By analyzing business strengths and competitor strengths, and learning how to take advantage of these strength factors, competitive advantage will be created, (3) Assessing the unique strengths of a business. Assessing business strength allows us to know which areas can be developed to create competitive advantage, (4) Looking at competitors' products, services, prices, locations and marketing. Competitive advantage means we have to offer things that competitors cannot offer. Therefore, we must know what competitors can do well, and what they cannot, and (5) Utilizing businesses that specialize in providing business information. This business has an extensive database so that each can access the information needed quickly.

Small and Medium Enterprises

During this time the development of small and medium enterprises (SMEs) has always received serious attention from both the government and the wider community, especially because these business unit groups contribute a lot of job opportunities and become an important source of income. SMEs exist in all sectors of the economy, including in the manufacturing and trade industries which continue to grow every year (Martin, et. al. , 2012). However, many small business administrators do not get used to making complete records of the activities that occur in their businesses. Transaction, financial, inventory, sales, and consumer data are very limited. Not infrequently the order is also forgotten because it is not well recorded. The production process is hampered only because it is not known that the material supply has run out due to the absence of warehouse or production records. The administrators only rely on memory with a few notes to support the policy they will take.

In the principle of modern management, a record of all business activities is absolutely necessary. Business policies can only be taken appropriately if there is enough supporting data available. This data comes from the results of research (evaluation) on the course of the business. If a record of business activities is not available, the evaluation cannot be carried out properly. Recording all business activities that are indispensable for the smooth running and management of business is an administrative task. These tasks include recording transaction, financial, production, and inventory data that affect the smooth running of the business. In principle, all things and events that are important for business management must be recorded. The forms and models of recording vary, and what needs to be needed is that the notes must be neat, systematic, orderly and as simple as possible so that they are easy to check and control. To find out the things that need to be recorded, all business activities need to be traced and then grouped according to the type of activity. In addition, other matters that have influenced business operations are also explored. Furthermore, with this data supervision can be carried out on the running of the company and rational and convincing management decisions can be made. The data recorded depends on the type and business activities as well as what information is needed so that the company can operate efficiently. The recording process can be started by creating an inventory list. Then the daily events in the business are recorded in a diary, which can later be made summary.

Customer Relation Management (CRM)

Consumers are an inseparable chain from the industrial structure, because consumers also become buyers of the products or services produced. A business cannot run well if no one buys the product or service. For that we need a business strategy and system that is able to increase customer satisfaction so that this has an impact on increasing business revenue, as well as CRM. Some of the technologies underlying CRM include obtaining, storing, analyzing consumers, vendors, partners, and internal information processes. While other functions that support CRM are sales, marketing, training, professional development, managerial performance, human resources, and compensation (Endro, 2012). The overall technology and functions that surround CRM must be integrated and focused on the customer.

The technology used to support CRM includes (a) Customer Database which is a system that will never run properly without a database. Information obtained from consumers is a very valuable input for a business, (b) Customer Intelligence which is an effort to classify consumers according to their individual needs, (c) Customer Capacity and Competency Development allows a business to be closer to what is needed by consumers.

Consumer Behavior

Consumer behavior is the process that a person / organization goes through in finding, buying, using, evaluating, and disposing of a product or service after consumption to meet its needs. Consumer behavior will be shown in several stages, namely the stage before the purchase, purchase, and after the purchase (Foss, et al., 2012). In the stage before the purchase, consumers will search for information related to products and services. At the purchasing stage, consumers will purchase products, and at the post purchase stage, consumers consume (use of the product), evaluate product performance, and finally discard the product after use. Or the activities of individuals who are directly involved in obtaining and using goods and services include the decision making process in the preparation and determination of these activities.

The consumer can be an individual or organization that has different roles, such as acting as an initiator, influencer, decider, buyer, or user. (1) Initiator, is an individual who has a certain item purchase initiative; (2) Influencers, are individuals who influence the purchase decision. Information about the criteria given will be considered intentionally or not; (3) Decider, is the one who decides whether to buy or not, what to buy, how to buy it; (4) Buyers, are individuals who carry out actual purchase transactions; (5) Users, namely individuals who use the product or service purchased.

Many factors affect a person making a purchase of a product. Management needs to study these factors so that the marketing program can be more successful. These factors include economic, psychological, or sociological factors. The reason someone buys a particular product or the reason for buying at a particular seller will be a very important factor in determining product design, pricing, distribution channels, and effective promotional programs.

Customer Satisfaction Indeks (CSI)

The Customer Satisfaction Index (CSI) is used to determine the level of overall customer satisfaction with an approach that considers the importance of the measured variables. According to Husted and Allen (2011), measurements of the Customer Satisfaction Index (CSI) are needed because the results of the measurements can be used as a reference to determine future targets. Customer satisfaction index (CSI) can be calculated with the following stages (a) Calculating Weighting Factors (WF), which is a function of the median level of importance of each attribute in the form of a percentage (%) of the total median level of importance for all attributes tested, (b) Calculating Weighted Score (WS), which is a function of the median score of satisfaction level of each attribute multiplied by the Weighting Factors (WF) of each attribute, (c) Calculating the Total Median Weight (WMT), which is the total value of the Weighted Score (WS) as a whole, and (d) Calculate the customer satisfaction index (Customer Satisfaction Index), which is the calculation of the total Median Weight (WMT) divided by the maximum scale, then multiplied by 100%.

RESEARCH METHODS

The object of this research is Qaryah Thayyibah consumers scattered in several cities in Central Java, Jakarta and Surabaya, which are potential consumers, ordinary consumers, and potential customers. From this consumer will get information about consumers Qaryah Thayyibah such as profiles of all consumers, customer history, data on purchasing trends by consumers that can be utilized in determining the right time to market a rice product.

The method used in this research is descriptive analytic method, with the determination of the sample using descriptive analytic. The method of determining the sample uses judgment sampling with a total of 52 respondents of organic rice consumers Qaryah Thayyibah. The data used are primary data and secondary data. While the analytical method used is the Importance Performance Analysis to determine the suitability of the level of importance and the level of performance of organic rice product attributes and the Customer Satisfaction Index to determine the level of customer satisfaction.

ANALYSIS AND DISCUSSION

Identity of Respondents

The respondents who were taken varied in terms of age, education, and current employment. There were 52 respondents who had already taken formal education. The majority of respondents with high school education are 35 people (67.3%), while 17 other people consisting of 14 people have secondary education, (26.9%) while 3 other people have elementary school education (5.8%). The majority of respondents were > 35 years old.

Whereas rice products produced by Qaryah Thayyibah farmers include organic black rice, organic milk, organic red rice, and organic fragrant pandanus. While non-organic include Pandan Wangi, IR 64, and Bramo. Each of these products has the following characteristics: (1) Organic black rice has the characteristics of aleuron and endospermia which produce anthocyanin with high intensity so that the deep purple is close to black, (2) Organic milk rice has a characteristic shape rather round and short, smell when cooked. But the fragrance is not like fragrant pandanus, (3) Organic red rice has aleurone characteristics containing genes that produce anthocyanin which is a source of red or purple color, (4) Organic fragrant pandan rice has the characteristic shape of the rice is not long but slightly rounded, its characteristic is its fragrant aroma, (5) Pandan non-organic fragrant rice has a rather oval shape characteristic, and its characteristic is its fragrant fragrance, (6) Non-organic IR 64 rice has the characteristic shape of long / oval but not rounded rice. This type of rice has a fluffier taste but the taste changes pera (hard) after being stored for more than 3 months. If it is stored too long, IR 64 rice will stale easily when it is cooked, and (7) Non-organic Bramo rice which has the characteristic of rice tends to be round and there are a few parts that are milky white.

Consumer Involvement in Rice Purchasing Decision Making

Of the various rice produced by farmer groups in Ketapang Village, there are 3 types of rice that are very salable on the market, namely organic black rice, organic red rice, and fragrant pandanus rice. Fragrant pandanus rice produced in this area is different from fragrant pandanus rice on the market. Organic rice is fluffier and cleaner.

The calculation results of the analysis of consumer involvement in the purchase of rice consists of those who consume organic black rice as many as 7 people (13.5%), who consume organic milk mentik rice as many as 5 people (9.6%), who consume organic brown rice as many as 10 people (19.2%), while 30 respondents (57.7%) consumed organic fragrant pandanus

rice. From further identification obtained information that most consumers prefer to consume organic fragrant pandan rice compared to organic milk mentik because organic fragrant pandan rice is cheaper but the taste of fragrant pandanus rice produced by Ketapang Village is fragrant and clean, not inferior to organic milk-sourced rice. Besides milk mentik rice also cannot be given a lot of water, so consumers prefer fragrant pandan rice which is more practical for cooking. Black rice and brown rice are usually consumed by people who have diabetes, heart disease, and cholesterol.

Level of Conformity Indicator Forming Consumer Satisfaction of the Quality of Rice Products Qaryah Thayyibah

The attributes used to measure the level of consumer satisfaction with the quality of rice produced by Qaryah Thayyibah include performance, features, reliability, conformance to specification, durability, serviceability, aesthetic, and perceived quality can be seen in Table 1 below:

Table 1. Level of Conformity Indicator of Consumer Satisfaction Measurement of the Quality of Rice Products

| No | Product Quality Measurement Indicator | Value of Satisfaction | Value of Importance | Level of Conformity |
|-------------|---------------------------------------|-----------------------|---------------------|---------------------|
| I | PERFORMANCE | | | |
| 1 | Weight of product | 195 | 232 | 84 |
| 2 | Product integrity | 193 | 235 | 82 |
| 3 | Hygiene products | 190 | 238 | 79 |
| II | FEATURES | | | |
| 4 | Certification guarantee | 219 | 246 | 89 |
| 5 | Packaging products | 178 | 222 | 80 |
| 6 | Product labelling | 177 | 218 | 81 |
| III | RELIABILITY | | | |
| 7 | Health and hygienis guarantee | 222 | 246 | 91 |
| 8 | Product specifications | 195 | 225 | 86 |
| IV | CONFORMANCE TO SPECIFICATION | | | |
| 9 | Shape of product pieces | 197 | 232 | 85 |
| 10 | Product color change | 182 | 225 | 81 |
| V | DURABILITY | | | |
| 11 | Product durability | 199 | 237 | 83 |
| VI | SERVICEABILITY | | | |
| 12 | Consumer complaints responses | 182 | 240 | 75 |
| 13 | Ease of obtaining products | 183 | 236 | 77 |
| VII | AESTHETICA | | | |
| 14 | Color products | 199 | 238 | 83 |
| 15 | Attractive products | 190 | 214 | 88 |
| VIII | PERCEIVED QUALITY | | | |
| 16 | Product price | 201 | 230 | 87 |
| 17 | Image in the community | 191 | 208 | 91 |
| | Total | 3,293 | 3922 | 1,422 |
| | Mean | 193,7 | 230,7 | 83,6 |

Source: Primary Data Processed (2018)

Based on the calculation of the Conformity Level (Tki) in table 1 above, the results show that the suitability level of the indicators of consumer satisfaction with the quality of organic rice products is an average of 83.6% with a range of values in the range between 75% to 91%. This means that the level of consumer satisfaction with organic rice Qaryah Thayyibah is based on indicators of product weight, product integrity, product hygiene, certification assurance, packaging and labeling, the aroma of organic rice, the taste of organic rice, the benefits of organic rice are satisfied. Attributes that have a value of 75% are responses to consumer complaints and ease in obtaining the product. The attribute that has a value of 91% is Citra Qaryah Thayyibah in the eyes of the community.

Meanwhile, if seen from the average level of satisfaction and interest of consumers to the quality of rice products Qaryah Thayyibah can be seen in table 2 below:

Table 2. Average Consumer Satisfaction and Interests on the Quality of Rice Products

| No | Product Quality Measurement Indicator | Value of Satisfaction | Value of Importance |
|-----------|---------------------------------------|-----------------------|---------------------|
| I | PERFORMANCE | | |
| 1 | Weight of product | 1.95 | 2.32 |
| 2 | Product integrity | 1.93 | 2.35 |
| 3 | Hygiene products | 1.90 | 2.38 |
| | Jumlah | 5.78 | 7.05 |
| II | FEATURES | | |
| 4 | Certification guarantee | 2.19 | 2.46 |
| 5 | Packaging products | 1.78 | 2.22 |

| | | | |
|------------------|--------------------------------------|--------------|--------------|
| 6 | Product labeling | 1.77 | 2.18 |
| Jumlah | | 5.74 | 6.86 |
| III | RELIABILITY | | |
| 7 | Health and hygienis guarantee | 2.22 | 2.46 |
| 8 | Product specifications | 1.95 | 2.25 |
| Jumlah | | 4.17 | 4.71 |
| IV | CONFORMANCE TO SPECIFICATION | | |
| 9 | Shape of product pieces | 1.97 | 2.32 |
| 10 | Product color change | 1.82 | 2.25 |
| Jumlah | | 3.79 | 4.57 |
| V | DURABILITY | | |
| 11 | Product durability | 1.99 | 2.37 |
| Jumlah | | 1.99 | 2.37 |
| VI | SERVICEABILITY | | |
| 12 | Consumer complaints responses | 1.82 | 2.40 |
| 13 | Ease of obtaining products | 1.83 | 2.36 |
| Jumlah | | 3.65 | 4.76 |
| VII | AESTHETICA | | |
| 14 | Color products | 1.99 | 2.38 |
| 15 | Attractive products | 1.90 | 2.14 |
| Jumlah | | 3.89 | 4.52 |
| VIII | PERCEIVED QUALITY | | |
| 16 | Product price | 2.01 | 2.30 |
| 17 | Citra Qaryah Thayyibah di masyarakat | 1.91 | 2.08 |
| Jumlah | | 3.92 | 4.38 |
| Total | | 32.93 | 39.22 |
| Rata-rata | | 1.94 | 2.31 |

Source: Primary Data Processed (2018)

Based on the calculation of the average level of satisfaction and interests of consumers on the quality of rice products Qaryah Thayyibah in the table above obtained an average level of customer satisfaction of 1.94, while the average consumer interest of 2.31.

Analysis of the Consumer Satisfaction Index

Analysis of the Consumer Satisfaction Index is measured using the value of the Customer Satisfaction Index (CSI) obtained by dividing the Weighted Average with the maximum scale used as shown in table 3 below:

Table 3. Qaryah Thayyibah Rice Satisfaction Index (CSI) Calculation

| No | Atribute | Average Value of Interest | Importance Weighting Factors (%) | Average Satisfaction Value (Xi) | Weighted Score |
|--|-------------------------------|---------------------------|----------------------------------|---------------------------------|----------------|
| 1 | Weight of product | 2.32 | 5.92 | 1.95 | 0,115 |
| 2 | Product integrity | 2.35 | 5.99 | 1.93 | 0,116 |
| 3 | Hygiene products | 2.38 | 6.07 | 1.90 | 0,115 |
| 4 | Certification guarantee | 2.46 | 6.27 | 2.19 | 0,137 |
| 5 | Packaging products | 2.22 | 5.66 | 1.78 | 0,101 |
| 6 | Product labeling | 2.18 | 5.56 | 1.77 | 0,098 |
| 7 | Health and hygienis guarantee | 2.46 | 6.27 | 2.22 | 0,067 |
| 8 | Product specifications | 2.25 | 5.74 | 1.95 | 0,139 |
| 9 | Shape of product pieces | 2.32 | 5.92 | 1.97 | 0,117 |
| 10 | Product color change | 2.25 | 5.74 | 1.82 | 0,104 |
| 11 | Product durability | 2.37 | 6.04 | 1.99 | 0,120 |
| 12 | Consumer complaints responses | 2.40 | 6.12 | 1.82 | 0,111 |
| 13 | Ease of obtaining products | 2.36 | 6.02 | 1.83 | 0,110 |
| 14 | Color products | 2.38 | 6.07 | 1.99 | 0,121 |
| 15 | Attractive products | 2.14 | 5.46 | 1.90 | 0,103 |
| 16 | Product price | 2.30 | 5.86 | 2.01 | 0,118 |
| 17 | Image in the community | 2.08 | 5.30 | 1.91 | 0,095 |
| TOTAL | | 39.22 | 100.00 | 32.93 | |
| Weighted Average | | | | | 1.887 |
| Customer Satisfaction Index (%) | | | | | 37.74 |

Source: Primary Data Processed (2018)

From table 3 above, the CSI value is 0.3774 or 37.74% which is in the scale range of 0.35 - 0.50, meaning that consumers of Qaryah Thayyibah rice products as a whole are on the criteria of being dissatisfied. This can happen because consumers are still doubtful about product packaging and product durability. For rice that is packaged in the form of a vacuum will be more durable. The results of testing the shelf life of Qaryah Thayyibah rice are 1 (one) year, and this is far longer than the usual packaged rice. Non-vacuum rice is more moist so that it fungi, lice, and smells faster.

For organic rice it will be easier to change naturally because the rice is without preservatives. But if the rice has not been packed dry, then the rice will last longer. Indeed, so far Qaryah Thayyibah does not yet have a standard for packaging and product endurance testing. But Qaryah Thayyibah has run the SOP of organic agriculture from the SPPI (SP) organic SPPQT team standard by not using chemicals, not using chemical pesticides, and production must consider the balance of the environmental ecosystem / not damage the environment, and get organic certification from the certification body.

The Relationship between Customer Relationship Management (CRM) and Customer Satisfaction

From the analysis of the Consumer Satisfaction Index obtained information that consumers have problems in obtaining Qaryah Thayyibah rice products. This can be understood because so far the sale of organic rice Qaryah Thayyibah only relies on word of mouth, and more demand comes from outside the city such as in Tegal, Surabaya, Jakarta, Semarang with a monthly sales turnover of +/- 25 million. Activities that have been carried out by Qaryah Thayyibah to increase its marketing network are by conducting socialization to institutions, through social media, and by sending samples to companies. During this time the association already has a web (in SPPQT) but has never been updated.

To overcome these obstacles, a Customer Relationship Management (CRM) strategy model was made that facilitates the interaction of potential customers with Qaryah Thayyibah via e-mail, so that customer relationships become more effective and at lower costs. The Customer Relationship Management (CRM) model can increase customer loyalty and after sales service. The mechanism is to take input data in the form of profile data from all consumers and provide appropriate information to consumers in the form of information about customer history, market needs and other issues surrounding market developments. In this way Qaryah Thayyibah can recognize and analyze relationships, markets, products, transaction data collected, increase the number of consumers, reduce operational risk because it can be checked from customer history.

In addition, this new strategy provides input for directing policy changes to its management, along with scientific works produced as contributions to the community and the development of their respective fields of science. This research has become very useful in achieving efficiency and effectiveness in creating marketing competitiveness. For its development, Qaryah Thayyibah needs to collaborate more broadly, moreover Qaryah Thayyibah is known to produce superior quality organic rice and has extensive rice fields, so that it will support national food self-sufficiency and become one of the rice barns and will provide a better economic level. In supporting this, central government assistance is needed to participate in development, especially in terms of certification and farming techniques.

CONCLUSION

From the results of the discussion above, it can be concluded that:

- (1) Based on the analysis of consumer involvement in the purchase of rice, it was found that the top-selling products from Qaryah Thayyibah were the most sold on the market there were 3 products, namely organic fragrant pandanus rice, organic black rice, and organic brown rice.
- (2) Based on the calculation of Conformity Level (Tki), the results show that the average level of conformity of consumer satisfaction with the quality of organic rice products is 83.6%, and the average level of consumer interest in the quality of Qaryah Thayyibah rice products is 2.3. The level of consumer satisfaction is based on indicators of product weight, product integrity, product hygiene, certification assurance, packaging and labeling, the aroma of organic rice, the taste of organic rice, the benefits of organic rice are satisfied. But there are still weaknesses in the response to consumer complaints and ease in obtaining the product.
- (3) From the analysis of the Consumer Satisfaction Index obtained 37.74% results which means that consumers of Qaryah Thayyibah rice products as a whole are in the criteria of being dissatisfied because consumers are still unsure of product packaging and product durability, although the results of testing the shelf life of rice indicate the maximum limit of rice storage is 1 (one) year, but this has not been properly socialized.
- (4) From the analysis of the Consumer Satisfaction Index, information is obtained that there are limitations to obtaining Qaryah Thayyibah rice products. This is because so far organic rice sales have only relied on word of mouth, and socialization to institutions, through social media, as well as by sending samples to companies and out of town. To overcome these obstacles, a Customer Relationship Management (CRM) strategy model was made that facilitates the interaction of potential customers with Qaryah Thayyibah via e-mail, so that customer relationships become more effective and at lower costs but can increase customer loyalty and after sales service . With the availability of data such as the profile data of all consumers and in customer history, Qaryah Thayyibah can recognize and analyze relationships, markets, products, and the number of consumers.

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