

ABSTRAK

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Skripsi

Pengelompokan Pelanggan Berdasarkan Persepsi Pelanggan Terhadap Kualitas Layanan Ciputra Klub Keluarga

PT. Ciputra Surabaya Padang Golf atau yang lebih dikenal sebagai Ciputra Golf & Klub Keluarga, merupakan sebuah perusahaan yang bergerak di bidang *hospitality*. Sebagai perusahaan yang menjual produk jasa, Ciputra Golf & Klub Keluarga menyadari pentingnya kualitas layanan dalam memberikan kepuasan bagi pelanggannya. Semakin ketatnya persaingan menuntut mereka untuk bisa memberikan nilai lebih kepada pelanggannya. Menyadari hal itu, didirikan suatu divisi baru, yaitu divisi *Customer Relationship Management*, yang bertugas untuk mengidentifikasi pelanggan untuk lebih bisa mengenal mereka dan bisa memenuhi harapan mereka.

Tujuan dari penelitian yang dilakukan dalam Tugas Akhir ini adalah untuk membantu divisi *Customer Relationship Management* ini untuk mengidentifikasi pelanggannya dan memberikan masukan untuk perkembangan Ciputra Golf & Klub Keluarga. Penelitian difokuskan di Ciputra Klub Keluarga karena sebagai departemen yang relatif muda perkembangan Ciputra Klub Keluarga dinilai masih kurang berkembang.

Metode yang digunakan dalam penelitian ini adalah analisa faktor dan analisa *cluster*. Variabel yang akan diukur meliputi lima dimensi utama pelayanan dengan menggunakan indikator sejumlah masing-masing empat. Data diolah dengan menggunakan program SPSS Rel. 10 dan nantinya akan diperoleh sejumlah *clusier* dengan karakteristik tertentu.

Kata kunci:

Ciputra Klub Keluarga, Kualitas layanan, *Cluster*

EXECUTIVE SUMMARY

1. Introduction

Ciputra Golf & Klub Keluarga (CGKK) is one of so many companies that moved in hospitality industry. It has many departments and some of them are the profit center of the company. As a company which sells service as its product, CGKK realize that they have to give the best service to their customers. Moreover, right now many new companies with the same concept and facilities, even with new innovations, are built.

The tighter competition encourages CGKK to give a value added to their customers. That is way, since 2002 a new division has been built under the Sales & Marketing Department. The division is the Customer Relationship Management Division. Its job is identifying the customers to know them better and fulfill their expectation. With this new division hopefully they can find the right approach to the customers so that the company can find the right marketing strategy that can more satisfy their customer.

One method that frequently used to know the customers better is by using an analysis called cluster analysis. With this analysis, the customers will be clustered into some groups. Objects in a group have relatively similar characteristics and different from objects in other groups.

Before conducting the cluster analysis, it will be conducted a factor analysis first. Some latent variable that save the main information from the indicator will be gotten from this analysis. It is important because a research with an unfocused data is difficult.

By conducting these analyses, more detail and accurate data will be gotten. The company can get the information about their customer. The information can be processed further to get the customer profiles. With these profiles, the company can understand their customers' characteristics better so that it can plan the right and more effective marketing strategy.

2. Basic Theories

Customers are people who demand our company to fulfill some quality standards. Based on the book "Prinsip-Prinsip Total Quality Service" by Fandy Tjiptono (1997:128), customers are differentiated based on their loyalty into prospect, shopper, customer, client, and advocate.

Based on the article "A Strategic Framework for CRM" (2001:2-4) by Patrick Sue and Paul Morin from LGS Group Inc., CRM is a technology-enabled business strategy whereby companies leverage increased customer knowledge to build profitable relationships, based on optimizing value delivered to and realized from their customers.

From "Delivering Quality Service: Balancing Customer Perceptions and Expectations" (1990:26) by A. Parasuraman, there are 5 main dimension on service quality. The five dimensions are tangibles, reliability, responsiveness, assurance, and empathy.

Naresh K. Malhotra, on his book "Marketing Research: An Applied Orientation" (1996:645), said that factor analysis is a general name denoting a class of procedures primarily used for data reduction and summarization.

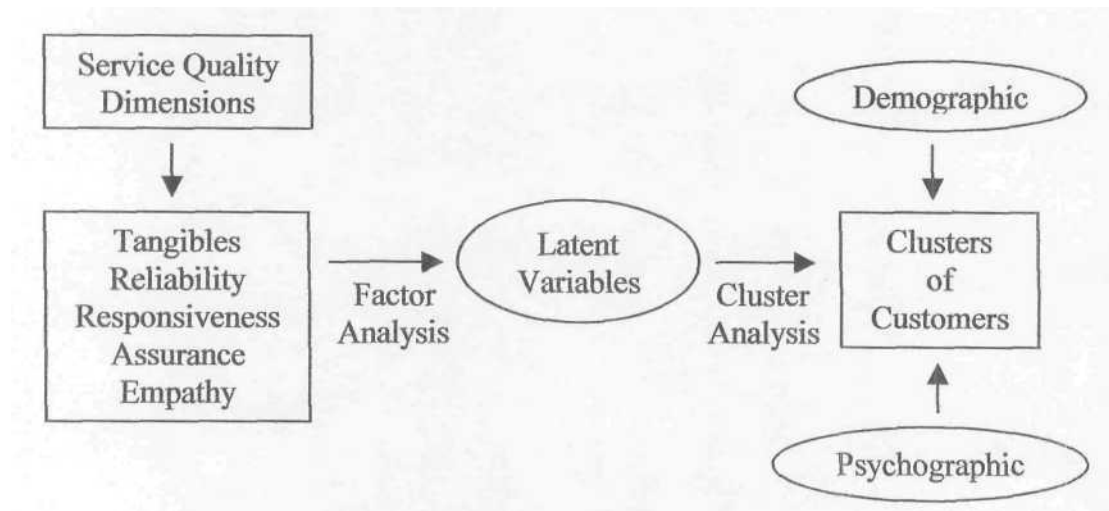
In the same book (1996:672), Naresh K. Malhotra also said that cluster analysis is a class of techniques used to classify objects or cases into relatively homogeneous groups called cluster.

Based on Hoyer Macinnis' book with the title "Consumer Behavior" (1997:350), demographic variable analyses the population based on their age, gender, family size, family life cycle, revenue, job, education, religion, and race.

In the same book (1997:406), Hoyer Macinnis also wrote that psychographic is the elements of customer's life style that usually measured based on their activities, interests, and opinion.

This research is done based on the outline of thinking that can be seen at the picture. The five dimensions of service quality are reduced and summarized using the factor analysis. From the factor analysis, it will be resulted some latent variables. The latent variables will be clustered using the cluster analysis. The result of this analysis is some clusters. The clusters will be cross tabulated with

the demographic and psychographic variables to see the relationship between each component.



Outline of Thinking

3. Research Methodology

There are some activities that are done to get the data of this research. The activities are literature study, interview, and also observation.

The populations of this research are the active members of Ciputra Family Club. The definition of active members mentioned here are the members who still pay the annual fee, frequently come to the club and use its facilities.

This research is an explorative research. An explorative research is a research to explore deeper and understand more about the problem. That is way, the sampling method used in this research is the non-probability sampling technique.

This research is combined some sampling methods to get the samples. One of the methods is purposive sampling, also known as judgmental sampling. It is a technique to pick samples based on some characteristics according to the researcher's judgment. This research also uses incidental sampling, a technique in which the researcher picks a sample incidentally. A sample is chosen because he/she is there, at the place and at the time in which the researcher does the observation.

There are some steps to process and analyze the data. At first, the questionnaires are checked to make sure that they still complete and the

respondents have filled it completely. Then, the questionnaires are edited to make sure that the data are valid. After that, coding and inputting the data, that are qualified, to database are done. The processing and analyzing of the data are done by using SPSS Rel. 10.

The data that have been inputted are processed in some steps. First, we do a data properness test. At this research, we use KMO and Bartlett's Test of Sphericity. A factor analysis can be done if the KMO is bigger than 0.5 and the p value (sig.) is equal to 0.000.

If the data are qualified, we do the factor analysis to reduce the variables into some latent variable. Then, cluster analysis is conducted to clustering the data into some group. After getting some clusters, the last step is conducting the cross tabulation to identifying the relationship of each component.

4. Analyzes and Description

The objective of this research is to identify the customer's characteristics based on the clustering's results of their perceptions of service quality. The variables tested here are the five dimensions of service quality; tangibles, reliability, responsiveness, assurance, and empathy. Each variable is extracted using five indicators. Each indicator is measured by Likert Scale with five scores from very disagree to very agree.

The first step is extracting the indicators of service variables. The method that is used here is confirmatory factor analysis. With this method, each indicator from each variable is analyzed separately.

From the KMO and Bartlett's Test that are done separately to each variable, it is stated that each variable are qualified to be factor analyzed. Based on this statement, factor analysis is conducted. It results five latent variables.

After getting the latent variables, cluster analysis is conducted and the results are two main clusters. There are 29 people at the first cluster who have a positive response to service quality. It means that service quality is important to them and it influences their satisfaction, hi the other hand; the second cluster, which has 46 people in it, has a negative response to service quality. It indicates that service quality is not important to them. Although Ciputra improve their

service quality, it will not influence their satisfaction. There are some other reasons that make them join the Ciputra Family Club; for example: prestige, need, location, etc.

Final Cluster Centers

	<i>Cluster</i>	
	1	2
Tangibles	0.48765	-0.30743
Reliability	0.39708	-0.25033
Responsiveness	0.84209	-0.53088
Assurance	0.66245	-0.41763
Empathy	0.68794	-0.4337

Number of Cases in each Cluster

<i>Cluster</i>	1	29.000
	2	46.000
Valid		75.000
Missing		.000

To know the characteristics of each cluster, cross tabulations with demographic and psychographic variables are conducted. The results are:

Cross Tabulation between Cluster and Sex

Crosstab

Count		CLUSTER		Total
		1	2	
SEKS	pria	24	23	47
	wanita	5	23	28
Total		29	46	75

Cross Tabulation between Cluster and Age

UMUR * CLUSTER Crosstabulation

Count		CLUSTER		Total
		1	2	
UMUR	15-25 thn	7	11	18
	26-35 thn	10	13	23
	36-45 thn	5	14	19
	46-55 thn	7	7	14
	>=55 thn		1	1
Total		29	46	75

Cross Tabulation between Cluster and Marriage Status

Crosstab

Count

		CLUSTER		Total
		1	2	
STATUS	belum menikah	8	12	20
	menikah	21	32	53
	janda/duda		2	2
Total		29	46	75

Cross Tabulation between Cluster and Education

Crosstab

Count

		CLUSTER		Total
		1	2	
PENDIDIK	<SLTA	4	9	13
	SLTA	6	11	17
	Diploma	6	7	13
	S1	11	15	26
	S2	1	4	5
	S3	1		1
Total		29	46	75

Cross Tabulation between Cluster and Profession

Crosstab

Count

		CLUSTER		Total
		1	2	
PROFESI	Wiraswasta	20	22	42
	Karyawan swasta	4	10	14
	Ibu rumah tangga	1	7	8
	Pelajar	4	5	9
	Tidak bekerja		1	1
	Lainnya		1	1
Total		29	46	75

Cross Tabulation between Cluster and Length of Join

Crosstab

Count

		CLUSTER		Total
		1	2	
LAMA	<1 thn	8	14	22
	1-3 thn	12	9	21
	3-5 thn	2	12	14
	>5 thn	7	11	18
Total		29	46	75

Cross Tabulation between Cluster and Joining Motivation

PRESTIGE * CLUSTER Crosstabulation

Count

		CLUSTER		Total
		1	2	
PRESTIGE	sangat tidak berpengaruh	7	15	22
	tidak berpengaruh	4	6	10
	biasa saja	8	13	21
	berpengaruh	7	6	13
	sangat berpengaruh	3	6	9
Total		29	46	75

Cross Tabulation between Cluster and Distance from Home to Location

JARAK DARITEMPAT TINGGAL KE LOKASI*CLUSTER Crosstabulation

Count

		CLUSTER		Total
		1	2	
JARAK DARITEMPAT TINGGAL KE LOKASI				
	sangat tidak berpengaruh	2	4	6
	tidak berpengaruh	1	8	9
	biasa saja	4	8	12
	berpengaruh	7	6	13
	sangat berpengaruh	15	20	35
Total		29	46	75

Cross Tabulation between Cluster and Membership Category

Crosstab

Count		CLUSTER		Total
		1	2	
ANGGOTA	Individu 1 thn	10	10	20
	Individu seumur hidup	3	6	9
	Famili 1 thn	3	8	11
	Famili seumur hidup	11	22	33
	Lainnya	2		2
Total		29	46	75

From the cross tabulation's results, it can be seen that the first cluster is dominated by man. They are still young and energetic (under 35 years old). Most of them are educated people that have bachelor title. They just join Ciputra Family Club for less than three years and they are annually members. They join the Family Club mostly because they have a need to engage in sports.

In contrast, people in second cluster are equal between female and male. Most of them are above 35 years old and uneducated. They have joined the Family Club for a long time (more than three years) and they have a lifetime membership.

Beside those differences, the clusters also have some similarities. Members in both of them have been married and mostly are entrepreneur. It can be happened because, as it names indicated, Ciputra Family Club's target market is family. Entrepreneurs can set their time freely to visit the club. Coming to the club also can wider their relation so that they will get bigger opportunities to make a business deal while doing sports activities.

5. Conclusions and Suggestions

From the research that is done in Ciputra Family Club, it can be concluded that there are two main clusters of Ciputra Family Club's costumers based on their characteristics. The first cluster is very concern about the service quality that is given by Ciputra Family Club. In the other hand, the second cluster is not concern enough to it.

Most of the first cluster's members are male who join a sports group like badminton group, tennis group, etc. They are still young (under 35 years old) so

birthday, the lifetime members get special treatment and souvenir. This is also a new approach to the second cluster.

- d. Discipline the regulation which is said that a member only can bring maximum three guests a day. This is important to keep the quality of the club as a private club. By disciplining the regulation, it will be fewer guests entering the club. It will make the staffs more focused and personal to the members, also to keep the peaceful and comfort atmosphere.

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