



**JOURNAL OF APPLIED MANAGEMENT
AND BUSINESS**

Deeper Understanding Of Customer Needs Utilizing Customer Relationship Management

Darwin Yuwono Riyanto

Enhancements In The Management Of Relationships With Customers As a Means Of Preserving Sales Performance

Darlin Aulia

Brand Equity And Strategies To Win Business Competition

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The Advantage Of Customer Relationship Management In Increasing A Company's Income And Reducing Expenditures

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The Role Of Creativity Innovation And Resilience On Employee Performance At Nusantara Garment Company Surabaya

Dela Kusniya, Siti Mujanah



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Preface

Praise be to the presence of Tuhan Yang Maha Esa, because of His grace and grace, the Journal of Applied Management and Business (JAMB) can be published according to what was planned.

Journal of Applied Management and Business (JAMB) is a peer review journal published by Universitas Dinamika. This journal is published in July and December. Journal of Applied Management and Business (JAMB) is a learned journal in the management and marketing for a knowledge society, international and interdisciplinary in scope, JAMB keeps its readership well informed on all key aspects of business development, being an essential resource for policy makers and strategists across countries. Journal of Applied Management and Business (**JAMB**) is published in twice (Juli dan Desember) a year.

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Editor in Chief



Martinus Sony Erstiawan, S.E., MSA

Deeper Understanding of Customer Needs Utilizing Customer Relationship Management

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ABSTRACT

Customer relationship management (CRM) helps firms adjust goods and services to customer needs. This article attempts to analyze narratively how a company's ability to maintain customer loyalty affects its financial health. Businesses must cultivate client loyalty and retention. Customer service may distinguish a company's offerings, keep consumers delighted, and improve sales and profits. Companies with loyal, satisfied customers do well. Loyal clients are inclined to speak positively about the firm and may try to recruit new customers. Customer satisfaction helps both the organization and the consumers. Businesses provide additional incentives and prizes for recurrent purchases to maintain consumer loyalty and reliability. This article finds that CRM is one of the most significant business tools since it helps companies better understand their customers and establish effective CRM systems. A customer-driven company strategy may be a response to mass advertising. Businesses respond to each customer's needs and preferences. CRM is the practice of a company actively pursuing customer relationships. Existing customers must be kept. CRM aims to enhance profitability and sales while also increasing a company's reputation with customers. Customer and corporate advantages will be explored. Repeat consumers are more likely to get long-term relationship advantages. Customers who like an organization's goods and services spend a lot of money on them.

Introduction

The customer relationship management system is extremely necessary for the continued success of the firm over the long term [1]. This is true even on the most fundamental level and the advancement of data technology enables businesses to better tailor their products and services to the unique requirements of individual consumers and to form closer connections with those clients [2]. This enables businesses to grow their customer base. In the end, this contributes to an increase in earnings for firms [3]. The CRM technology arrangements make it possible to track customer behavior, better understand customer behavior, predict customer behavior in the future, recognize the value of customers, rapidly react to customer demands, provide finished customer

contributions and experience, and construct and support long-term customer connections [4].

Tracking customer behavior, better understanding customer behavior, predicting customer behavior in the future, recognizing the value of customers, recognizing the value of customers, recognizing the value of customers, rapidly reacting to customer demands, and providing finished [5]. The development of customer relationship management (CRM) strategies is attracting the attention of an increasing number of businesses, which in turn are devoting an increasing portion of their available assets to this endeavor.

These same businesses are also devoting significant resources to the modification and improvement of their CRM procedures [6]. In recent years, there has been an increase in the use of customer relationship management (CRM) systems as well as other advanced technology advancements in the business-to-business (B2B) industry as well as the business-to-consumer (B2C) sector [7]. To put this into perspective, if the business were to assume that the only constraint on CRM is the technology that is now at their disposal, they would be making a significant mistake in their judgment. It is essential to fully incorporate the idea of customer relationship management (CRM) into the way of life as well as the working procedures of the firm and to create the business with the customer in mind in order to provide superior customer service and experience [5] [8].

The capacity of an organization to keep a constant degree of devotion from the members of its clientele has a direct influence on the robustness of the organization's financial condition [9]. It is crucial to the success of an organization that it has the capability to evolve from a state of pleasure in order for the company to fulfill its objectives throughout the course of time [10]. As a consequence of this, it is of the highest importance to assure and coordinate efforts that will foster customer loyalty as well as retention of existing customers [11].

Customers who are already on the customer roster may be retained more effectively with the help of dedication programs [8] [12]. The business is able to keep track of its customers' spending habits, instill in them a sense of responsibility, and acknowledge their dedication to the business by bestowing awards on them when they are content with the products they have purchased when they are happy with the products they have purchased [13]. One of the most significant sources of competitive advantage in the current environment of the market is the method in which businesses cater to the requirements of their clients. This is one of the most important sources of competitive advantage [14]. The assistance of customers is used by businesses in an effort to develop connections that will last for a long time [15].

Customer service is vital because it allows a firm to differentiate its products, maintain customer satisfaction, and, as a result, increase both sales and profits [4] [16]. As a result, providing quality service to customers is an integral part of any company. As a result of this, offering services to one's customers that are of a high quality and that are of a consistent standard is an essential component of operating a successful business. In addition to this, a company has the opportunity to carve out a considerable amount of market wiggle room for itself if it provides extraordinary customer service that is unparalleled in the sector as a whole [13] [17]. If the administration is going to play a

significant role in the formation and cultivation of long-term connections with customers, then it is very necessary for it to always be of a very high quality and adhere to a standard that is always the same. This is a requirement if the administration is going to play a significant role in the formation and cultivation of long-term connections with customers. In order for a company to achieve its goal of increasing the amount of repeat business it receives from its existing customers, the company will need to provide a higher level of both knowledge and administration than it has in the past [18].

Research Methods

Article built from the section customer loyalty in the fundamental viewpoints and customer relationship management in context of competitive market.

Result and Discussion

a. Customer Loyalty in the Fundamental Viewpoints

Consumer loyalty may be achieved by first gaining an understanding of the customer's wants and preferences, then satisfying and even exceeding those expectations, and finally demonstrating to the client that they are highly regarded [4]. Customers who have their needs met are more likely to be pleased with the service they get and may even exhibit behavioral or mental commitment [11]. Companies who have a loyal customer base that is happy with the services they get have good company performance, as well as an increase in their income growth, customer share, and customer obligation [6]. They that are happy with their service continue to do business with the company, and after a certain amount of time, customers begin to trust the company [18]. Because customers prefer to do business with companies that they already have established and reliable ties to, their level of commitment to your company and the amount of money they spend grows gradually over time as their confidence in your company grows [19].

Loyal customers are likely to engage in constructive verbal interaction about the organization, and they may also make an effort to get other customers to do business with the company [20]. Unwavering quality, responsiveness, ability, access, graciousness, correspondence, validity, security, understanding the client, and physical assets are the determinants of administration quality [6]. Unwavering quality, responsiveness, ability, get to, graciousness, and validity are also determinants of administration quality. The organization is required to provide high-quality customer service and must be able to carry out the promised administration in a dependable and consistent manner [4]. Customers want to do business with tenable companies that can give assistance that is free from risk and uncertainty, and it is important for the company to be trustworthy, plausible, and legitimate [10]. Workers are necessary to have the skills and knowledge to do the administration, and they should be able to instill faith and assurance in clients throughout their interactions with the company [18].

Both social and attitudinal dedication may be considered to be aspects of a customer's level of commitment to an organization [7]. Satisfaction in one's attitude encompasses one's disposition, which might include beliefs, emotions, and a desire to make a purchase [19]. However, the dependability of behaviour reflects the purchasing

behavior of customers [10]. In the context of a business relationship, "conduct fidelity" refers to a customer's willingness to continue doing business with an organization and to make more purchases of the product in question [11]. Attitudinal dependability, on the other hand, conveys the extent to which the customer maintains mental links with the company and provides the company with emotional support [14]. The obvious consequence of having a consistent attitude is the development of a dedicated social life [4].

The strategy of ensuring that customers are happy has benefits not just for the company but also for the customers themselves [10]. In order for businesses to achieve client maintenance and dependability, they provide their customers with some incentive extra benefits and rewards for their repeated purchases of their products [13]. When customers are pleased, however, businesses have the opportunity to increase their profits. This is due to the fact that loyal customers are more likely to make additional purchases, purchase strategically pitched and up-sell offers, recommend the company's products and services to others, and act as client referrers [16]. In this way, both parties involved in the relationship benefit from the development of long-distance relationships. Companies that want to foster longer-term client relationships, maintain customer maintenance, and reduce client abandonment rates should place a primary focus on gaining a knowledge of the factors that contribute to client loyalty and the reasons why clients continue to do business with them.

In order for businesses to develop strategies that improve the upkeep of their customers' accounts. In order for a company to be successful in its efforts to win back the loyalty of its customers, it should place more of its attention on cultivating relationships that are founded on emotional rather than rational considerations of responsibility [2]. As a client maintenance strategy, full of feeling responsibility, which relies on fascination between accomplices, must be preferred above calculative responsibility. This is because full of feeling responsibility depends on fascination between accomplices. Since calculative responsibility is predicated on the constant balancing of the benefits of a connection with a companion against the costs of that relationship, a relationship that is predicated only on calculative accountability is very unlikely to last for an extended period of time [10].

b. Customer Relationship Management in Context of Competitive Market

Reliability programs are used by companies in order to encourage continued purchase and to increase the number of clients who maintain their contracts. Two of the most important duties in CRM execution are handled by unwaveringness programs [13]. To begin, they create information that may be used to regulate the procurement of the client, as well as the maintenance and enhancement of the system. Additionally, commitment initiatives have the potential to serve as a barrier to exit. Customers who have accumulated credits under a plan may be reluctant to terminate their association with the company if they do so.

The majority of the time, these initiatives take the form of participation and commitment card programs, in which customers are awarded monetary rewards for their unwavering support. These incentives might include everything from preferred services to accepting points for money spent, special purpose participation cards,

rewards, and restrictions [12]. Reviewing the board of clients is crucial to regaining the loyalty of customers who have either cut down on the amount of business they do with the company or have completely stopped doing business with it [17]. It intends to reestablish relationships with former patrons of the organization who have since cut ties with the company [2].

Recover the executives' attention on former customers who are still involved with the firm. In conventional selection, division is always performed based only on information obtained from the outside, and communication is generally organized in such a way as to take just one path toward the possibility. With recover, the executives in charge of marketing may rely on a restricted database for division and communication that is more often launched by former customers [12]. It is essential to reclaim the board in order to measure the value of each individual customer [8]. It is difficult to determine how much a company need to spend to reacquire a customer if they do not know the value of the client. Regaining lost customers may be accomplished using a variety of strategies, including personalization, segmentation, and "wow" systems.

Customers' needs for prestige, comfort, or compassion may sometimes be satisfied through advantages and rewards, and sometimes all three can be met at the same time [12]. Surprise and thrill your customers with random acts of kindness. The incorporation of perks, advantages, and random displays of liberality into loyalty programs requires careful planning in order to generate a return on investment (ROI), and these activities make customers content while simultaneously appreciating. For instance, Interflora uses a web-based social networking effort in the United Kingdom to make the lives of Twitter users more cheerful by delivering them flowers [11].

This endeavor is carried out with the intention of increasing the company's market share [11]. Interflora searches through Twitter users' profiles to identify those individuals who may need some cheering up. At that time, the company gets in touch with the customer in order to surprise them with a bouquet of roses. This random act of thoughtfulness makes the customer happy, starts a conversation about the business, and might be enticing to bring in new customers [11]. Customers who remain faithful to an organization over an extended period of time are more likely to make further purchases of goods and services offered by that organization, which may be seen as a positive indicator of the firm's future growth potential [10]. Because high satisfaction creates a passionate link with the company and, as a result, this will encourage client maintenance, the company has to concentrate on achieving high levels of fulfillment [13]. The most reliable method to assure controlled consumer loyalty and client trust is to provide unequalled value, which will captivate customers [16].

Because loyal consumers contribute a considerable amount to the advantages that an organization reaps, that business should never take the possibility of losing a client by ignoring the complaints that the client raises. Because no one company can cater to the requirements of each and every customer in a given market, the only way for businesses to maintain high levels of customer retention and satisfaction is to carefully choose their target demographics [10]. As a consequence of this, businesses need to locate and maintain the appropriate customers for their needs so that they may make a profit from their services.

Another benefit of data innovation is that it promotes the implementation of CRM strategies by facilitating an organization's ability to obtain a better understanding of its customers and to use that insight to the development of efficient CRM systems [11]. As a result, one of the standard capabilities of effective CRM solutions is the ability to send the appropriate data to the appropriate people at the appropriate moment. By providing customer information to leaders and using that understanding at the point of client encounter consistently when it is needed, CRM arrangements enable businesses to grasp the wants and preferences of consumers, which in turn helps them better serve those customers [11].

CRM is significant since it helps to build consumer trust and makes it easier to maintain relationships with existing clients. This makes CRM one of the most important business tools available today. A shift toward a customer-driven business strategy on the part of organizations may be seen as a reaction to the widespread use of mass advertising to customers [13]. This suggests that in order to foster brand loyalty among their customers, they are catering to the specific requirements and inclinations of each and every one of their customers [10].

This strategy differs from the one that was previously used, which included simultaneously promoting to a huge number of prospective customers [10]. When one takes a more long-term view of the situation, it is preferable to focus one's efforts on creating stronger ties with the company's current clientele. As a direct result of this, it is essential for businesses to place primary emphasis on preserving relationships with already-existing consumers and cultivating a sense of customer loyalty among those customers in order to reap the benefits of a reduced level of customer dissatisfaction [11]. The practice of a business actively striving to create ties with specific customers is what's referred to as customer relationship management, or CRM for short [9]. A business process that is driven by the customer has the customer as its beginning point, and the strategy should be prepared for finding the key customer value by cultivating a deep relationship with the client [11]. When it comes to making a strong relationship with customers, it is vital for businesses to first discover the unique features of each individual consumer [12].

Only then can they begin to work toward creating a close connection with those clients. In order for businesses to be able to identify individual consumers and adjust to the needs, tastes, and purchasing patterns of each individual client, more information must be acquired about the demographics of a company's customer base. The most vital contact information is lacking at this time, making it difficult to offer consumers with the proper level of service and to develop relationships with them in a way that is both comfortable and convenient. Firms can have the opportunity to learn more about a particular person each and every time you have a discussion with a customer because of the fact that you are engaging in conversation with that consumer [10].

The corporation is in a position to deliver a greater degree of support to its clientele as a result of its utilization of customer relationship management (CRM) frameworks. These frameworks make it easier to gather data about customers from a variety of different customer touchpoints and to disseminate that information within the company [17]. Because the value that each individual client brings to the company

differs, it is essential for businesses to focus their marketing efforts and their efforts to deliver exceptional customer service on the customers who they deem to be their most valuable customers [13]. Separation is an essential component that is greatly relied on in the process of offering value to customers by building deep ties with those customers as a client base [3].

CRM developments improve lead generation and capability forms, lower the costs of customer acquisition, enable more productive record management, lower the costs of customer administration, reduce waste in marketing efforts, and make front-office forms more efficient. These developments allow marketing activities to be more productive and profitable. Customer relationship management, often known as CRM, is a set of practices that are frequently used by businesses in an effort to increase the effectiveness with which they manage the relationships they have with their consumers. An organization that does a good job of managing its relationships with its customers is in a better position to provide exceptional products and services because it has a deeper understanding of its consumers and the requirements that they have. This is because the organization has better managed its relationships with its customers. Because of this, the company is now able to better meet the requirements.

Conclusion

The purpose of the business system known as customer relationship management (CRM) is to boost profits and revenue while simultaneously improving a company's standing in the eyes of its clientele. This is achieved through designing the structure and processes of the company around the customer-facing aspects of the firm, promoting conduct that satisfies customers, and putting into action procedures that are customer driven. The fundamental goal of the adoption of a CRM strategy is to provide a more compelling incentive to the end users of the system. It is possible for a customer and a business to start developing a relationship with one another when there are advantages to be gained by both parties engaged in the transaction.

The next part will describe, from the viewpoints of both the business and the customer, the advantages that occur as a consequence of the usage of CRM. These benefits will be discussed from both the customer's and the company's points of view. Customers who feel valued in the connection and who are aware that the organization is paying attention to their needs are more likely to become repeat customers. Repeat customers are more likely to be eligible for the benefits that come with maintaining a long-term partnership with the company.

Customers who feel valued in the connection and who are aware that the organization is paying attention to their needs are more likely to become repeat customers. Customers that have a track record of a constructive relationship with the organization are eligible for a variety of social advantages. When a customer is involved in a long-term relationship with an organization, that customer has the ability to improve the efficiency of their workflow, cut down on the amount of time spent on data preparation, cut down on the cost of their searches, and reduce the perceived risks associated with making future purchase decisions.

Because new customers are not a given, companies need to put in significant effort to create long-term customers who are very invested in the operations of the firm. In order to guarantee that the firm will continue to be successful in the future, it is not sufficient to merely acquire a big number of new customers. Customers have a propensity to develop an unhealthy obsession with a company if that company supplies them with great customer administration and experiences.

Customers of an organization who are pleased with the goods and services that the organization provides spend a sizeable portion of their financial resources on those goods and services, remain loyal to the organization, become envoys for the organization, and speak favorably about the organization with a number of other individuals in an effort to convince those other individuals to shop at the organization.

It is crucial to continuously getting loyal consumers, and this step has to be seen as a process that the firm needs to go through in order to acquire loyal customers over the whole of its commercial lifetime. In order for a company to successfully transform one-time consumers into repeat buyers, it is essential for the company to provide outstanding service on a constant basis. A further crucial stage in transforming prospective customers into long-term clients is to forge human connections with those who will be using your product or service. If a business makes an attempt to build personal links with its customer base, then those customers are more likely to continue purchasing goods and services from that particular organization. When a customer has been doing business with a firm for a significant amount of time, it is probable that the consumer will give that business priority when it comes to making purchases. Customers who are loyal to an organization sometimes go on to become advocates for that organization in other capacities.

It is likely that encouraging customers to spend more money via innovations in the areas of cross-selling, up-selling, and deeper-selling might serve as a major device for customer maintenance and aid the firm in realizing the lifetime value of its customers. [Innovations in cross-selling, up-selling, and deepening existing sales] It is necessary for the organization to give items that are complimentary to one another if it is to raise the number of transactions that might potentially take place. It is vital to modify cross-sell, up-sell, and deep-sell innovations that depend on customer understanding in order to turn the limited time offer into sales.

These innovations may be found in a variety of contexts. Another essential component that is essential to the success of the limited time offer is limiting the length of time that it is accessible for purchase within the limited time offer. The period of time for which a promotion is offered should be restricted by the firm in order to encourage customers to make more purchases in a shorter amount of time. This is done in order to maximize the amount of revenue that can be generated from the promotion.

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Enhancements in the Management of Relationships with Customers as a Means of Preserving Sales Performance

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ABSTRACT

Customer relationship management, often known as CRM and referred to in some circles as just CRM, is a strategy that allows businesses the capacity to more effectively manage their customers' accounts as well as the interactions those customers have with the business. In order for a business's CRM strategy to be successful, the organization must put a high value on the quality of the customer experience. Customers who have been loyal to a specific brand for a significant amount of time and have a high level of confidence in the company often move on to become brand advocates in other contexts. There is a chance that improvements to cross-selling, up-selling, and deep-selling might be of assistance to businesses in increasing the total lifetime worth of their clientele. Customers that consistently exhibit a commitment to the company are rewarded with a range of privileges. These might include exclusive access to sales and discounts, individualized customer support, and personalized promotions and specials. The charges that are associated to sustaining present customers are a substantial lot lower when compared to the expenditures that are involved with attracting new consumers to become clients of the business.

Introduction

In the absence of a steady inflow of new consumers, companies must nurture long-term connections with their present customers by generating loyal, invested customers [1]. In order to guarantee that the firm will continue to be successful in the future, it is not sufficient to merely acquire a big number of new customers [2]. Customers have a propensity to develop an unhealthy obsession with a company if that company supplies them with great customer administration and experiences [3]. Customers of an organization who are pleased with the goods and services that the organization provides spend a sizeable portion of their financial resources on those goods and services, remain loyal to the organization, become envoys for the organization, and speak favorably about the organization with a number of other individuals in an effort to convince those other individuals to shop at the organization [4].

Customers currently have more options available to them than at any point in recent history; consequently, if they are provided with poor customer service and

experience, they are likely to switch to a different brand [5]. This is especially true if the customers are in a position where they have more alternatives than at any point in recent history [6]. On the other hand, brought in customers who are really satisfied with the services offered by the firm, are willing to pay a higher price, and are starting to serve as advocates for the brand on social media [7]. After a customer has been deemed "locked in," the brand in issue becomes their first choice when it comes to making a purchase, and they start aggressively promoting the firm in question [8].

The formation of a financial aid program is also advantageous to the organization in a number of different ways, and it is for these reasons that the program should be created [9]. Customer also have the ability to raise awareness for the brand and the products that it sells, work to change customers' preconceived notions about the brand, educate and enlighten customers about the possibilities that are available to them, provide customer support, offer input and comprehension, and encourage others to make purchases. Backers can also encourage others to make purchases [10].

In addition to this, it is necessary to cut down on the number of possibilities as much as is practicable. It is possible that providing the client with a broad range of item selections along with the advancement can lead the customer to get confused throughout the buying process, which will ultimately hinder the customer from purchasing the advancement [11]. Maintaining a concentrated attitude is crucial for the company in order to boost its chances of creating breakthroughs in the areas of cross-selling, up-selling, and deeper-selling respectively [12].

It is crucial to stay away from bombarding customers with an excessive quantity of unrelated limited-time offers as much as possible for an organization to use social conflict as a technical tool that enables the company to demonstrate that it values the relationships it has with its customers in order to demonstrate that the company recognizes these relationships. This can be done in order to demonstrate that the company values the relationships it has with its customers.

Research Methods

Article built from the section customer loyalty in the fundamental viewpoints and customer relationship management in context of competitive market.

Result and Discussion

a. Customer Loyalty in the Fundamental Viewpoints

It is possible that encouraging consumers to spend more via cross-sell, up-sell, and deeper-sell innovations may serve as a key device for customer maintenance and assist the company realize the lifetime value of its customers [3]. In order to increase the possibility of transactions, the organization has to provide things that are complementary to one another [10]. It is essential to change cross-sell, up-sell, and deep-sell innovations that rely on consumer comprehension [7] [13]. Limiting the amount of time the limited time offer is available for purchase is another crucial component that is necessary for its success [14]. The duration of time for which a promotion is available should be limited by the company in order to encourage consumers to make more purchases in a shorter amount of time [15]. The organization has the ability to provide

its customers with benefits for cooperating with the organization. Nevertheless, it is essential to deliver reward-based social battles by bearing in mind the significance of the client to the company [16]. Customers who place a higher value on the company may be eligible for better rewards than customers who place a lower value on the company. In addition, pamphlets may be employed for engaging with clients, constructing loyalties, and pushing transactions [17].

The content of the bulletin should be relevant to the consumer who is going to read it and comprehend it [4]. If the organization does not send the booklet when it has anything to say, doing so will be a waste of time and money for both the clients and the organization [10]. It is possible to successfully build personal relationships with consumers by efficiently tuning in to, pulling in, and responding to what customers want and need. Loss of opportunities caused by failing to connect with and respond to clients across interpersonal organizations and traditional selling channels [4]. The company suffered a loss in revenue as a result of missed opportunities as well as those that were squandered [11]. To avoid missing or wasting opportunities, businesses should shift their focus to the customer, business processes and frameworks should be adaptable and organized around the customer, and customer information should be easily accessible from all points of contact and used for the purpose of developing relationships with customers and providing service to them [9]. As a result of the fact that consumers are more mobile and social, as well as continually connected in ways that have never been seen before, Social Media may be seen as a crucial avenue for customer commitment [11].

Organizations need to take use of social media for customer association and customer maintenance if they want to be taken seriously and build up their customer support base [10]. Understanding your clients and connecting with them via online life is one of the most important things you can do to grow your business [2]. Customers of portable devices are more sociable than ever before, remain constantly connected, and rely on their handsets more than ever before. The digital and the real worlds are coming closer and closer together as more consumers continue to do more of their commerce online.

Mobile phone service improves in more and more parts of the globe, mobile phones are increasingly becoming an integral part of our day-to-day lives and are also influencing how we purchase in our everyday environments. Customers are presently the ones sharing information about a company's image and brand, while organizations no longer actively promote their own information on the brand or the business [10]. Instead of focusing on adding new contacts to their databases, businesses need to shift their attention to cultivating deeper connections with existing clientele in order to compete in the emerging intelligent economy [12].

It is essential to make use of online living channels as a method of interfacing with clients and developing personal relationships with them [10]. To increase the level of client commitment, a business has to first establish a local commitment and then maintain its potential as individuals rather than relying on unidentified transactions. Every interaction with a customer presents a new opportunity to influence client acquisition, as well as customer retention, dependability, and support. Because the relationships in general that take place between customers and friends have an effect on

the prolonged success of the firm, businesses need to invest resources into customer experience executives [9].

Businesses have been steadily allocating more resources to the executives in charge of the customer experience in order to enhance customer retention, customer satisfaction, and the number of opportunities for cross-selling and up-selling respectively [7]. Customers are quick to vent their frustrations on social media about poor service they received [13].

b. Customer Relationship Management in Context of Competitive Market

Customers who feel valued in the connection and who are aware that the organization is paying attention to their needs are more likely to become repeat customers, who in turn are more likely to be eligible for the benefits associated with maintaining a long-term partnership with the company [12]. Customers that have a history of a positive connection with the company enjoy a number of societal benefits. When a customer is involved in a long-term relationship with an organization, that customer is able to improve the efficiency of their workflow, reduce the amount of time spent on data preparation, cut down on the cost of their searches, and reduce the perceived risks associated with making future purchase decisions.

Utilization of CRM enables the organization to generate additional incomes and decrease costs by converting more leads from prospect to customer, making elevated levels of customer fulfillment and maintenance, making progressively strategically pitching and up-offering to committed customers, increasing the number of customer referrals, achieving more significant levels of informal, and producing more deals as a result of marketing efforts. These outcomes can be achieved by a number of different means [9]. When a company efficiently manages its relationships with its customers, it is able to reduce the percentage of customers that choose to stop doing business with that company [10].

A decrease in the rate of customer defection may be achieved by using customer relationship management (CRM) strategies [11]. This enables businesses to increase their profits based on the customer's lifetime value and generate more cash from pleased consumers for a longer period of time. The goal of customer relationship management (CRM) as a business system is to increase profitability, income, and customer satisfaction [6]. This is accomplished by organizing the organization and procedures around the customer portions of the business, encouraging behavior that fulfills customers, and executing customer driven procedures. The implementation of a CRM strategy's primary objective is to provide a greater incentive to the consumers [11]. When there are benefits to both parties involved, a client and a company might begin to develop a connection with one another. The following section will discuss, from the perspectives of both the company and the customer, the benefits that arise as a result of the use of CRM [8].

The use of a CRM strategy enables the company to focus its efforts on productive clients, avoid unnecessary consumptions, and reduce the ineffective marketing practices that are associated with mass marketing practices [10]. It is possible for an organization to satisfy and even exceed the expectations of its customers if it has a better understanding of those consumers' requirements. As a result, this will gratify customers, increase customer fulfillment, and lead customers to take responsibility for their

purchases [9]. Support CRM approaches are advanced via the use of CRM, which enables the accumulation of customer information [8]. CRM developments make it possible for the company to get more knowledgeable about the wants of the consumers and also make it possible for the company to identify their most important clients. Organizations must identify each consumer individually in order to establish customer intimacy. In order to identify individual clients and cater to their specific requirements, preferences, and shopping habits, businesses need to collect more information about these aspects of their clientele [7]. The most fundamental contact information is not sufficient at this time in order to properly service consumers and create comfortable relationships with them. Every interaction that you have with a consumer is an opportunity to get better acquainted with that person [10].

The firm is able to more effectively service its customers by using CRM frameworks, which assist in the collection of customer data from a variety of customer contact points and the dissemination of this data across the organization [13]. Because the value of each individual customer varies for the company, it is essential for businesses to focus their marketing and customer service efforts on their most valuable clients [16]. Separation is also essential to the process of delivering value to customers by fostering intimate relationships with them [17].

CRM is essential due to the fact that it contributes to the development of consumer trust and makes it simpler to sustain ties with customers [18]. Organizations are moving away from customer mass advertising in favor of dealing with a customer driven business strategy. This implies that they are concentrating on the unique wants and preferences of each individual client in order to cultivate customer loyalty. This is a departure from the previous technique, which consisted of advertising to a large number of potential buyers at once [19]. When looking at things from a more long-term perspective, it is more beneficial to concentrate on developing existing customer connections [20].

It is a critical business strategy to focus primary emphasis on preserving connections with current customers and creating a feeling of customer loyalty among those existing customers in order to enjoy the advantages of a decreased degree of customer discontent [21]. The method known as customer relationship management (CRM) entails an organization working to cultivate connections with certain clients. A customer-driven business process has the customer as its starting point, and the strategy should be prepared for identifying the major customer value by creating a close connection with the client [18].

Customer value is generated, supplied, and recognized via tight cooperation with customers as well as a range of partners [14]. These partners may include internal business sectors, providers, and go-betweens, but are not restricted to just these three types of entities. This is done so that long-term advantages may be realized via the gratification of consumers, partners, and staff. When an organization takes the time to hear what its customers have to say and solicits their opinions via feedback requests, it might potentially improve its understanding of its clientele. After gaining this insight, one may put it to use by providing higher customer value and by building connections with customers [11].

It is impossible for companies to correctly profile and categorize their customers without first collecting information about those customers. CRM technological developments allow businesses to better manage customer information, adapt their business models to better serve consumers, and modify their marketing and administrative efforts based on the information, requirements, and value of individual customers [9]. These advancements are made possible by the integration of customer relationship management software [6].

New innovations in CRM are able to effectively acquire customer information, extract customer knowledge, and put it to use for the benefit of a business that is more dynamic [11]. New developments in CRM make it possible for the company to better understand its customers, communicate with those customers, and provide better service to those customers [4]. This is accomplished by drawing on the information about those customers that is gleaned through interactions with those customers. The firm is able to communicate with its customers in a way that is both efficient and successful because to the knowledge it has about its consumers and the value they offer [9]. Additionally, the company is able to adjust its relationships with those customers. Because of this, the firm is now in a position to increase its customer closeness and provide the value it promises, giving it an edge over its competitors [14].

Conclusion

Improvements made to lead generation and capability forms, decreased costs of customer acquisition and customer acquisition, decreased costs of customer acquisition and customer acquisition, allowed for more productive record management, minimized waste in marketing efforts, and cut expenses of customer administration are some of the ways that advancements made to a CRM system make marketing operations more efficient and profitable. Customer relationship management, often known as CRM, is a set of practices that are frequently used by businesses in an effort to increase the effectiveness with which they manage the relationships they have with their consumers. An organization that does a good job of managing its relationships with its customers is in a better position to provide exceptional products and services because it has a deeper understanding of its consumers and the requirements that they have. This is because the organization has better managed its relationships with its customers. Because of this, the company is now able to better meet the requirements set out by the clients. As a direct consequence of this, companies are now in a position to provide their customers with the optimal product and service at the optimal time.

Firms are able to acquire a competitive edge owing to customer relationship management (CRM) systems, which allow for businesses to maintain a strong contact with their customers and the ability to swiftly react to the ever-changing needs of those customers. Client relationship management, often known as CRM, is fast becoming an essential strategy in today's dynamic markets, which are characterized by the frequent and unpredictable shifting of customer expectations. As a direct consequence of the quick rate of change that pervades practically all parts of contemporary companies, the necessity of keeping a strong relationship with one's clients develops. This is especially true in the context of business.

One of the most significant advantages that customer relationship management (CRM) provides to the customer is the opportunity to personalize their experience. It is essential that each and every one of our customers get the same level of service. With the aid of the CRM innovations, customers will have the ability to acquire personalised goods and services based on their preferences. This will be made possible by the innovations. Customers have the option to acquire outstanding management of their accounts and experiences thanks to customer relationship management (CRM).

A company has a long-term connection with a client, the company has the potential to create personal and intimate ties with the consumer. These relationships, in turn, boost the overall degree of satisfaction experienced by the customer by giving social help. In the context of customer relationship management (CRM), loyalty programs provide the customer monetary rewards of some type. Customers who shop with a company frequently and spend a significant amount are rewarded by loyalty programs (also known as recurrence marketing projects and club participation programs) with benefits such as discounts, exclusive deals, individualized service, and other benefits for their continued business.

These initiatives are also called as persistence projects in certain circles. Because of this, the retention of customers throughout the course of a prolonged working relationship results in financial advantages for the company. The expansion of an organization's revenues is directly proportional to the length of time that its customers remain loyal to that business. Another advantage of customer relationship management is that it helps a firm save money by ensuring that it continues to do business with its existing clientele (CRM). This is as a result of the fact that the expenses involved with keeping current consumers are far lower than the costs connected with obtaining new ones.

Customers who are satisfied with the service they get are more inclined to suggest the company to their peers, which ultimately results in an increase in the amount of business obtained via referrals. Businesses are able to bring in new customers at no additional expense to themselves when those customers suggest their services to others. When customers believe they are getting better value from one company than from others in the same industry, they are more likely to stay loyal to the company that they first did business with. A pleasant experience is had by the consumer inside the connection with the company when the customer is informed of what to anticipate from the company. They are given preferential treatment, they continue to demonstrate commitment to the relationship, and they demonstrate loyalty to the firm. Customers are able to experience reduced levels of stress and increased levels of trust in a company when long-term ties with that company are maintained.

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Brand Equity and Strategies to Win Business Competition

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ABSTRACT

Business competition has become normal in the business world. Some business people try hard to win the competition. One of his efforts is to build brand strength. Brand strength in business is very important, because it can increase customer loyalty. Brand strength is also able to encourage customer confidence in the products produced. This can not be separated from the customer's perception of the brand reputation. Brands that have a good reputation will provide more revenue than ordinary brands. This study will describe the strength of the brand in winning the business competition. There are seven indicators used in establishing brand strength. The results of the study indicate the fact that building brand equity or strength can encourage customer loyalty and ultimately win the business competition.

Introduction

Competition between brands has become commonplace, especially in the current digital and millennial era. Brand strength is one of the intangible assets to win the competition. Several studies [1], [2] point to the fact that brand power has a bigger role to play in winning the competition than the product content itself. Products with almost the same content can have different prices if they are born from different brands. Studies of the Apple brand show that the strength of the brand can be used as an assessment of the quality of customer relationships using the brand.

Brand equity can also be used to determine customer desires related to continuing to use the brand or not. In other words, brand equity can be used to map customer demographics [3]. The company must build the strength of the brand in order to be able to compete with other brands. The strength of the brand is very influential on the customer's perception of the brand itself. Several studies [4] underline that customer will have a positive perception of brands that are already strong. Brand strength is one of the indicators driving customer purchasing decisions [5], [6]. Buyers have a tendency to trust brands that have a good reputation. A brand with a good reputation is correlated with the strength of the brand itself. In the end, the strength of the brand will build customer loyalty. Then the company will struggle hard to build brand equity.

This is based on the assumption that companies that have well-known brands can generate more profits or income from the recognition of these brands. In other

words, consumers think that products with well-known brands have better quality than less well-known brands.

Other research states that brand equity is an added value of any product or service [2]. In this case, a brand that has high equity can be reflected in the way customers think about the product. In addition, consumers can feel and act with respect to the brand. The market price and the level of profit generated by the product is also a reflection of a brand equity [4].

The importance of brand strength, so companies need to measure the extent to which their brand has high value or equity. Several studies state that to measure brand equity at least 7 (seven) indicators are needed. The seven indicators are: 1) leadership or brand ability in influencing the market. The influence is both in terms of price and inherent attributes (non-price); 2) Stability or the ability of a brand to maintain customer loyalty; 3) Market, or brand strength in improving sales performance from the distributor side;

4) Internationality, namely a brand's ability to move out of its geographic area to an international area; 5) Trend, namely a brand is felt to be increasingly important in various circles; 6) Support, namely the amount of funds spent to communicate a brand; 7) Protection, namely the mark has legality or legal protection.

Research Methods

In building brand equity and strategies to win business competition, several parts must be considered, namely the factors affecting brand equity, customer equity, brand equity win the competition.

Result and Discussion

a. The Factors Affecting Brand Equity

Very fast business growth encourages companies to compete in every sector. The company's activities are included in the marketing sector [7]. In this marketing field, the company conducts competition, including on the aspects of price, service and brand of a product. Companies must always be aware of the strategies of competitors who are trying to grab market share. The creation of a brand that consumers can always remember can be one of the things that keeps consumers from switching to other brands. Brands are becoming more considered by companies today, especially in conditions of increasingly sharp brand competition. Companies are increasingly realizing the importance of brands for the success of a product. Therefore, the strategic activities of managing the brand, including brand creation, brand building, brand extension to strengthen the brand's position in the competition have become highly considered by the company. All these efforts are intended to create so that the brand owned by the company can become wealth or equity for the company [8].

The creation of a brand that consumers can always remember can be one of the things that keeps consumers from switching to other brands. For this reason, it is necessary to make an effort so that the brand of a product can always be attached to the minds of consumers. One strategy that can be done in forming a long-term relationship between companies (producers) and consumers is to build and manage brand equity

appropriately. Brand equity is the result of consumer perception which is influenced by several factors. Brand equity cannot be easily understood without taking into account the factors that make up brand equity in the minds of consumers.

According to [2], brand equity is a form of consumer response to differences in brand awareness and associations based on their marketing strategy. Marketing activities here include advertising (advertising), distribution, pricing and promotion strategies, whether carried out to introduce a new brand or to maintain the viability of the brand. The stronger the brand equity of a product, the stronger its attractiveness in the eyes of consumers to consume the product which in turn can lead consumers to make purchases and lead the company to profit from time to time.

Therefore, knowledge of the factors that affect brand equity and its measurement is needed to develop strategic steps in increasing brand existence which can ultimately increase company profits. Factors that affect brand equity include brand awareness, perception of quality, brand associations and brand loyalty [9]. Consumers tend to buy a well-known brand because by buying a well-known brand, they feel safe, avoid various risks of use with the assumption that a known brand is more reliable [10]. Although consumers know and are willing to buy the product, brand awareness is an important factor to influence brand equity. When consumers want to buy a product, and the brand name of a product can quickly come to their mind, this shows that the product has high brand awareness.

Perception of quality can help consumers to have subjective judgments about the overall quality of the product that makes the product continue to be differentiated, stand out and become a selective brand in the minds of consumers [11]. Brand associations are all impressions that arise in a person's mind related to his memory of a brand. In general, brand associations become consumers' foothold in purchasing decisions for the brand. The association defines that brand loyalty is an activity where consumers satisfy their past experience of using the same brand and will lead to repurchase behavior.

b. Customer Equity

Customer Equity is the result of customer relationship management (CRM) [12]. Customer Equity is the total lifetime value shared by all the company's customers. In layman's terms, the more loyal the customer, the more customer equity [13]. Companies like Barantum, Apple, Facebook have very high customer equity and that is why they have such an outstanding and sustainable competitive advantage. Customer Equity consists of three components. Value Equity, Brand Equity, and Relationship Equity [14].

Value Equity: One of the common terms used in marketing is Value for Money also known as VFM. So, Value Equity is a customer's assessment based on its offer, price, and convenience.

The company has high value equity because it has "value for money" products. iPhones from Apple and Samsung are smartphones that are widely sold in malls, they are considered the leaders in the smartphone industry and many people are willing to get these products even though they are full of struggle. So even Apple and Samsung have equity value. Value equity is very important in the Industrial market mainly because B2B customers are very aware of convenience and price parameters for high-cost products [15].

Brand Equity: A normal pizza probably costs around 35,000. But pizza from Pizza hut is another story, you are even ready to pay more without having to come to the store and see the pizza physically. This can happen because of perception, and this is what plays an important role in defining brand equity. Brand equity is a subjective and intangible valuation. In essence, because they see the brand or the brand, customers are ready to pay more just because of their trust in the brand. The tools used in developing brand equity primarily include advertising, public relations, and an overall holistic approach. Brand equity is very important in the consumer market [16].

Relationship Equity: Relationship Equity is what keeps customers coming back to a preferred brand instead of switching to another. However, true relationship equity occurs when a customer is ready to remain loyal to a brand, even though the brand ignores loyalty programs, special recognition programs, and all other programs. An excellent example of a company with the highest possible relationship equity today is Harley Davidson [7]. Equity relationships come to companies that are good at maintaining relationships with customers as in the case of Indonesia Barantum.

c. Brand Equity Win the Competition

Several studies on brands [17]–[19] state that to face intense competition, a strong brand is a clear, valuable, and sustainable differentiator, spearheading the company's competitiveness and very helpful in marketing strategy. Other researchers state that brand equity is a person's desire to continue using a brand or not. The measurement of brand equity is strongly related to loyalty and part of the measurement from new users to loyal users

Brand equity is also a set of brand assets and liabilities related to a brand, its name and symbol, which increase or decrease the value provided by a product or service to a company or customer. In other words, brand equity or brand power is the control over purchasing by using the brand, and the good thing about the brand, the brand as an asset that can be leveraged to generate revenue. Brand equity is a positive differentiation effect that can be seen from consumer responses to goods or services [20].

Based on the above, the brand can be used as the basic capital to win the competition. In addition, consumers will prioritize and pay attention to brands that already have a good reputation. Customer loyalty can be formed by building good brand equity.

Conclusion

The increasingly fierce business competition implies that the business world is getting busier. Many new products are born, but not many are able to survive in the midst of competition. Products that fail to win the competition are mostly due to the strength of the brand that does not yet have a high reputation. On the other hand, brand reputation is built by good brand equity. Meanwhile, the strength of the brand is also able to encourage customer loyalty because of its power to encourage purchase intensity. Customers will have more confidence in the brand they already have. Good reputation and brand strength compared to ordinary brands. This encourages customers to make repeat purchases.

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The Advantage Of Customer Relationship Management In Increasing A Company's Income And Reducing Expenditures

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ABSTRACT

It is imperative that a company's customer relationship management (CRM) strategy places a focus on steadily elevating the quality of service that is offered to the company's clientele in order for the business to achieve financial and operational success. The consumers' impressions of the company may be influenced by supporters, who can also inform, instruct, and enlighten them about the various available choices. It is not entirely out of the realm of possibility for a firm to profit from social turmoil by using a variety of different technological strategies. Programs that are intended to maintain consumers as repeat clients are variously referred to as recurrent marketing programs, club participation programs, and customer loyalty programs. All of these programs are essentially the same thing. When a company is able to properly manage its connections with its clients, they see a decrease in the number of customers who opt to discontinue doing business with that particular company. This is because the firm is better able to maintain positive relationships with its clientele. This is due to the fact that satisfied consumers are more inclined to speak positively about a certain firm to other people. The use of CRM paves the way for the company to obtain better levels of income while simultaneously minimizing the levels of operational expenses it incurs.

Introduction

Customers today have more alternatives accessible to them than at any time in recent history; as a result, if they are supplied with bad customer service and experience, they are likely to move to a rival brand. This is particularly true in the event that the consumers are in a situation in which they have more options available to them than at any other time in recent history [1]. On the other hand, brought in customers who are really satisfied with the services offered by the company, are willing to pay a higher price, and are starting to serve as advocates for the brand on social media. Moreover, these customers brought in customers who are really satisfied with the services offered by the company.

They are able to provide their assistance to a large number of people all at once thanks to social media, which is advantageous to the group as a whole [2]. To be successful in today's serious and intuitive market, it is essential to pay attention to the feedback that one's clientele gives, to develop a close to home relationship with one's clientele across multiple social media, and to generate brand champions for one's own organization. It has been found that the formation of a financial aid program would be helpful to the organization in a number of different ways; as a result, it is recommended that the program be developed so that the organization may enjoy these advantages.

In addition to promoting the brand and the items it offers, backers may modify the perceptions of consumers about the business, educate and enlighten them about the options accessible to them, give customer service, provide feedback and understanding, and urge others to buy. Backers have the ability to persuade others to contribute as well. Backers have the power to convince other people to donate to the cause as well [3], [4].

It is very vital to take advantage of online living channels as a form of engagement with consumers in order to establish personal relationships with those customers. This is done in order to provide a better experience for the customers. Instead of depending on anonymous transactions, a business that wishes to grow the amount of client commitment it has should first build a local commitment, and then continue to defend its potential as people. Only then can the company hope to raise the amount of client commitment it has. When this occurs, and only then, the firm will be in a position to expand the number of clients who are dedicated to the company. The task at hand can be completed in no other manner than this [5].

Every time you engage in conversation with a customer, you open up a new door for the possibility of influencing customer acquisition, as well as customer retention, dependability, and support. This is due to the fact that each encounter provides the opportunity to expand upon the one that came before it. Businesses need to spend resources in customer experience executives since the general relationships between customers and friends have an influence on the company's long-term success. These executives are accountable for ensuring that consumers are happy with the goods and services they have received from the company [6], [7].

This is because the ties that are formed between customers and friends have an impact. These connections have an effect. To boost customer retention, customer satisfaction, and the number of opportunities for cross-selling and up-selling, respectively, businesses have been gradually allocating more resources to the executives who are in charge of the customer experience. This is done in an effort to improve the number of opportunities for cross-selling and up-selling. The purpose of these enhancements is to increase the number of possibilities for cross-selling and up-selling products and services.

This was done in order to maximize the number of possible opportunities for up-selling and cross-selling other items to customers [8]. Customers are willing to voice their dissatisfaction with the subpar service they got on social media platforms such as Twitter and Facebook if they feel it is warranted. It is possible that a company's revenue would decrease as a direct consequence of the company's failure to address the issues that were voiced by its consumers. This failure to address the concerns was the cause of the failure.

Research Methods

Programs that are intended to maintain consumers as repeat clients are variously referred to as recurrent marketing programs, club participation programs, and customer loyalty programs. Articles built from the customers characteristics in the competitive market, advancement of customer relationship management, core value for customers, and advantage of customer relationship Management Utilization section.

Result and Discussion

a. Customers Characteristics in the Competitive Market

Businesses have an obligation to keep an eye on the issues that are being discussed by customers across social networks and to take steps to remedy the problems that have been brought up. In addition, businesses have an obligation to monitor the problems that are being discussed by customers across social networks. It is essential for businesses who wish to be taken seriously and increase the size of their customer support network that they begin using social media for client association and customer upkeep. In order to use social media, you are required to have this knowledge [9].

Getting to know your clients and developing a relationship with them via their involvement in online life is one of the most important things you can do to expand your business and should be one of your top priorities [10]. Customers of portable devices engage in more social activities than ever before, maintain constant connections, and rely on their phones more than they have ever depended on them in the past. The real world and the virtual world are becoming more and more intertwined as an increasing number of consumers continue to do an increasing part of their business transactions online.

As mobile phone coverage continues to expand to more and more parts of the world, mobile phones are steadily becoming an increasingly important component of our day-to-day lives. Additionally, mobile phones are having an effect on the manner in which we acquire items in the environments that we experience on a daily basis. Customers are now the ones who share information about an organization's image and brand, while companies no longer actively promote their own information about the company or the brand [11]. This shift in information dissemination has resulted in a shift in the power dynamic. Companies need to shift their focus away from adding new contacts to their databases and instead concentrate on establishing stronger ties with the customers they already have in order to remain competitive in the growing intelligent economy. Only then will they be able to maintain their position as market leaders.

In addition to this, it is required to limit the number of alternatives to the greatest extent that is technically possible. It is likely that supplying the client with a wide variety of item options in addition to the advancement would cause the client to get confused while they are going through the purchase procedure, which will eventually prevent the client from acquiring the advancement. For the firm to increase its chances of producing breakthroughs in the areas of cross-selling, up-selling, and deeper-selling accordingly, maintaining an attitude of concentration is critical [12]. It is of the utmost importance to, to the greatest extent feasible, steer clear of inundating clients with an excessive number of unconnected limited-time offers.

It is possible for a company to use social conflict as a technical tool in order to demonstrate that it values the relationships it has with its customers in order to demonstrate that the company recognizes these relationships [13]. This would require the company to demonstrate that it values the relationships it has with its customers in order to demonstrate that it recognizes these relationships. This is something that may be done in order for the firm to indicate that it places a high value on the connections it has with its clients. In addition, the organization must outline its customer acquisition, advancement, and retention targets, as well as metrics for assessing how effectively the strategy is being executed and advancing. In addition to this, the corporation has to determine its goals with regard to the acquisition, advancement, and maintenance of consumers. In addition, in order for the business to achieve success, it has to establish its objectives about the acquisition, progression, and preservation of its clientele.

b. Advancement of Customer Relationship Management

According to this point of view, the purpose of customer relationship management, which is sometimes referred to as CRM, is to increase the number of customers who are pleased with the service they get and devoted to the brand in order to enjoy the advantages of CRM [14]. Every connection you have with a client should be seen as a possible chance to please that consumer by catering to their requirements and going above and beyond what they anticipate from the transaction. This will assist you keep the clients you now have while also attracting new ones. Because of recent improvements in customer relationship management (CRM), businesses are now able to better understand the requirements and preferences of the clients they serve [15].

This transformation, which is made possible by a knowledge of the firm's existing clientele, is enabled by the CRM strategy that is used by the company to help customers in the process of being transformed into resources [16]. This transformation is made possible by the knowledge of the firm's existing clientele. A familiarity with the company's existing clients is the key to successfully completing this shift. In order for the business to get a bigger monetary value from its clientele, the customer relationship management (CRM) strategy that the firm implements has to put a focus on improving the quality of the customer experience.

Before a company can take use of the benefits of customer relationship management, it must first collect information about its customers and conduct an analysis of that data (CRM). The next step for the organization is to make use of the information that was acquired about the customers in order to improve the quality of interaction with the customers, give relevant value-added services, and create an incredible experience for the customers. It is necessary for a company to correctly identify its ideal clientele in order for the company to get the most out of its customer relationship management (CRM) system. This may be accomplished by segmenting the business's client base, which involves separating the firm's target consumers from the company's other customers within the customer base of the company, and separating the target consumers from the other customers [17].

The length of time that customers remain loyal to a certain firm is directly proportional to the growth in sales the company experiences. Another advantage of customer relationship management is that it helps to assure that an organization will

keep doing business with the clients it currently has, which ultimately leads in cost savings for the organization (CRM) [18]. This is as a result of the fact that the expenses connected with keeping current consumers are a great deal cheaper than the expenditures that are associated with getting new ones. Customers who are satisfied with the service they get are more likely to promote the company to their coworkers, which, in the long term, results in an increase in the amount of business that is obtained as a result of referrals. When a firm's current customers talk to their friends and family about the services that the company offers, the referrals that result often do not result in any additional expenses for the company.

c. Core Value for Customers

Customers who believe they are receiving more value from one company than they are from other companies operating within the same industry are more likely to continue doing business with the same company that they did business with initially [19]. This is because customers are more likely to stick with a company that they have already done business with. Customers are more likely to continue doing business with the same firm if they have this view, which enhances the possibility that they will do so.

When a customer is informed of what to expect from a firm, the experience that customer has in the context of their engagement with that company is favorably influenced and becomes more enjoyable. They continue to display devotion to the relationship, and they demonstrate loyalty to the company. As a direct result of all of these acts, they are treated with preferential treatment. When a firm maintains long-term ties with its consumers, the customers are able to experience lower levels of stress and a rise in the levels of confidence they have in the business as a result of the relationship. Customer relationship management (CRM), which allows customers the opportunity to do so, is one of the most significant advantages that comes as a result of using CRM. Personalization of the experience that a customer has is one of the most important benefits that comes as a result of using CRM. It is essential that each and every one of our customers get the same high level of service that the other of our customers do. With the help of the enhancements that have been brought about by CRM software, customers will have the opportunity to acquire tailored goods and services that are catered to their specific preferences [3], [20]. As technology continues to improve, we will eventually be in a position to accomplish this goal.

Customers have the ability to acquire superior management of both their accounts and their experiences thanks to a practice called customer relationship management (CRM) (CRM). If a company is able to keep a consumer as a client for an extended length of time, the company has the potential to forge more intimate and personal connections with that client over time. These ties, which in turn provide the customer social help, contribute to an improvement in the overall level of enjoyment that the customer feels. In the context of customer relationship management (CRM), customer loyalty programs offer the customer with some form of financial advantage. Customers who make frequent and significant purchases are rewarded by loyalty programs, which are also known as recurrence marketing programs and club participation programs, with perks such as discounts, exclusive deals, individualized service, and other perks.

Customers who take part in loyalty programs are rewarded with discounts as a thank-you for their continued business. Customer retention programs are also known as recurrent marketing programs and club participation programs, to mention just two of the many titles that have been given to these types of initiatives [21]. These programs are referred to in the business on occasion as programs that have persistence. The retention of customers throughout the course of an extended length of time over the course of a working relationship results in monetary advantages for the company. This is a direct consequence of the previous point.

d. Advantages of Customer Relationship Management Utilization

The use of CRM enables the organization to generate additional incomes and cut costs by converting more leads from prospect to customer, making elevated levels of customer fulfillment and maintenance, making progressively strategically pitching and up-offering to committed customers, increasing the number of customer referrals, achieving more significant levels of informal, and producing more deals as a result of marketing efforts. These outcomes can be achieved by a number of different means, including: increasing the number of customer referrals; increasing the number of customer referrals; increasing the number Growing the number of customer referrals, increasing the number of customer referrals, increasing the number of customer referrals, and increasing the number of customer recommendations are some of the ways in which these results may be accomplished.

Depending on the strategy that you choose, you may get these outcomes by any one of a number of distinct paths. When a company is able to effectively manage its connections with its customers, it is able to reduce the number of customers who choose to stop doing business with that specific company. This is because fewer customers will feel the need to go elsewhere for their business needs. It is possible to bring about a decrease in the rate of client turnover by using strategies pertaining to customer relationship management (CRM), which stands for customer relationship management. This enables businesses to increase their profits based on the lifetime value of the client and generate more income from happy consumers over a longer period of time. Additionally, this allows businesses to improve their earnings. In addition to this, this provides consumers with another motivation to continue to be loyal to the business.

The company is able to focus its efforts on productive customers, avoid unnecessary consumption, and reduce the use of ineffective marketing strategies that are often associated with methods of mass marketing because it employs a customer relationship management (CRM) strategy. Customers will have a greater sense of contentment, a greater degree to which their requirements will be met, and a greater impetus to take responsibility for their own purchases if the company has a better understanding of the requirements of its customers and is capable of meeting or even exceeding those requirements.

Support The use of customer relationship management (CRM), which makes it possible to accumulate information on clients, is an essential component in the development of CRM strategies. CRM developments make it possible for the company to learn more about the requirements of the customers and also make it possible for the company to determine which customers are the most valuable to the business. In other

words, CRM developments make it possible for the company to learn more about the requirements of the customers.

As a direct result of this, businesses are now in a position to provide their clients with the best possible product and service at the best possible time. Businesses are able to gain a competitive advantage as a result of customer relationship management (CRM) systems, which enable companies to keep in close contact with their clients and the ability to swiftly respond to the ever-evolving requirements of those clients.

Customer relationship management, often known as CRM, is a strategy that is swiftly becoming a need that is progressively becoming a fundamental need in today's dynamic marketplaces, which are prone to rapid variations in customer expectations. CRM is soon becoming a necessity. The importance of maintaining solid relationships with one's customers is something that has developed as a direct result of the rapid pace of change that is present in almost all aspects of modern businesses. This rings particularly true when applied to the realm of commerce.

If a corporation does not initially collect information about its consumers, it will never be able to profile and categorize those customers in an acceptable manner. CRM technological developments allow businesses to better manage customer information, adapt their business models to better serve consumers, and modify their marketing and administrative efforts based on the information, requirements, and value of individual customers. These advancements are all made possible by CRM technology. The use of software for managing relationships with customers has made these developments feasible. Without the technological advancements that CRM offers, none of these advancements would have been possible.

The most recent advancements in the field of customer relationship management (CRM) have made it possible to effectively gather information about customers, to extract knowledge about customers, and to put that knowledge to use in order to aid a business in becoming more dynamic.

Conclusion

The most recent advancements in customer relationship management make it possible for the firm to better understand its customers, communicate with those customers, and give better service to the consumers who use the company's products and services. All of these are objectives that the organization has established for itself to pursue. One strategy for achieving this goal is to rely, as their primary source of information, on the data collected about specific consumers during the course of their contacts with those customers. This may be accomplished in a variety of various ways depending on the situation. Because the company has access to so much information about its clients and the value they provide, it is in a position to interact with those clients in a manner that is not just efficient but also effective. This is due to the fact that the company has a great deal of information about its clients and the value that they provide. This is because the company takes the time to learn about its customers and fulfills their requirements as best it can. Because the organization now has access to this information, it is also able to modify the way in which it interacts with its customers as a direct result of having this information at its disposal. This is an additional advantage of having this

information at the company's disposal. As a result of this, the company is now in a position to improve the level of client interaction that it maintains and deliver the value that it promises, providing it with an advantage over other businesses working in its area that are already in operation. Customer value may be developed, delivered, and recognized with the help of close collaboration with customers as well as other partners, such as internal business sectors, providers, and go-betweens. This is done in order to reap long-term advantages by ensuring that the organization's customers, partners, and employees are pleased with the products and services that are provided by the business. If a business takes the time to listen to what its customers have to say and makes an effort to solicit their feedback by asking them questions, it will be able to get a deeper understanding of the people who make up its clientele and be better equipped to serve them. When one has achieved this level of comprehension, they are able to put it to use by enhancing the value they provide to clients and by developing connections with those customers.

One of the essential columns necessary for the effective execution of CRM is the construction of a customer relationship management (CRM) process that guides and approves a devotion to being customer driven. This column is needed in order to ensure the CRM initiative is successful. The use of the technology that make the CRM system possible allows for the acquisition of a knowledge of the CRM system, which is still another essential column. The formation of a hierarchical culture that is focused on the requirements of the customer is one of these essential pillars that must be accomplished. Because of this, putting into practice technology for customer relationship management (CRM) does not suddenly turn a company into an organization that is driven by the needs of its customers. Businesses need to first define the customer relationship management (CRM) strategy that will drive how they utilize the system before they can go on with installing customer relationship management (CRM) technology.

It is essential for businesses to modernize their authoritative assets in order to make them compatible with the strategies for managing client relationships that they use. In order to accomplish one's objectives, it is very necessary to rely on CRM strategy rather than on one's desires and ambitions. The customer relationship management (CRM) process itself must be backed by business processes and technology that make it feasible for those objectives to be fulfilled for a company to be successful in achieving its customer-driven goals. This is necessary for the customer relationship management process to function properly and effectively.

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The Role of Creativity Innovation and Resilience on Employee Performance at Nusantara Garment Company Surabaya

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ABSTRACT

This study aims to analyze the related Creativity, Innovation and Resilience partially or simultaneously on Employee Performance at Nusantara Garment Company Surabaya. The type of research used is quantitative and the sample used is 85 peoples. The data collection method used is a survey method with a questionnaire instrument. The results of this study conclude that the T-test analysis shows that the variables of Creativity, Innovation and Resilience have a significant effect on employee performance. Furthermore, the results of the F test analysis shows that Creativity, Innovation and Resilience as simultaneously have a significant effect on Employee Performance. This indicates that improving employee performance in garment companies can be done by choosing employees who have Creativity, Innovation and Resilience when recruiting, or providing coaching and training to generate creativity, Innovation and Resilience of employees.

Introduction

The company is a place for the production of goods and services or a place for the formation of an organization to run a business, in the competition of the business world in this era of globalization, it shows that there is intense competition with the formation of new companies that have sprung up in various fields, resulting in intense competition between companies. industry, therefore business people must be able to increase creativity, innovation and also resilience (tough) in the performance of their employees in order to be able to compete and win the competition. The creation of the goals of an organization or company is not only seen from the sophistication of its technology but also in human resources (HR) which is an important factor in an organization or company. Whatever the form and purpose, the organization is made based on the company's vision and mission which is managed by the human resources (HR) contained therein.

With the many current technological developments that can give birth to new ways of completing work in various companies, this condition then demands the existence of human resources (HR) who are creative, innovative, and resilient (tough) in

the performance of their employees. Performance is a real behavior that is displayed by everyone as work performance produced by employees in accordance with their role in the company. According [1], state it that performance is the result of work obtained by employees in accordance with the targets and standards that have been set for a certain period. In this case the performance of employees is a very important thing in the company's efforts to achieve its goals. According to [2], performance is a description of the level of achievement of the implementation of a program of activities or policies in realizing the goals, objectives, vision and mission of the organization as outlined in an organizational plan.

Performance also has a factor to support the success of an organization, namely creativity which is the potential possessed by every human being, creativity is a very important human ability. Guilford quoted from [3] stated that creativity refers to the ability that marks a creative person. Creativity is the ability to create something different from the others, or create something interesting for customers, thus creative people can create new products and services, and this is important for companies if they want to stay competitive and consumers don't get bored with the products we create [4], [5]. This era of intense competition forces every company to be ready to face increasingly fierce business competition. Innovation is very important for business durability, whatever the business [6], [7], [8]. According to [9], [10], said that in a business context, innovation is generally considered as application and creativity.

In addition to creativity and innovation, employee performance also requires resilience and toughness in carrying out an activity in an organization so that the company can run as well as possible. According to [11] resilience (Tough) is the flexibility of the ability to face, prevent, minimize and even eliminate the adverse impacts of unpleasant conditions or even change a miserable living condition into a natural thing to overcome. This means that Resiliesi will succeed in making employees face unpleasant situations in facing the world of business competition in the era of globalization.

Garment companies are one of the potential commodities to be marketed globally. One of the garment companies in Surabaya is Nusantara Garment Surabaya, which is located on Jalan Manukan Kulon, Surabaya, the owner of this Garment company is Mr. Hamzah Fauzi Ridho. This company was founded in 2016 until now, this Garment company produces various kinds of clothing every day. The employees of this Garment Company come from various circles ranging from teenagers, fathers and mothers. Creativity and innovation are needed in this garment company, because with new creativity and innovation, the company can keep up with the times and can compete with other companies in the same field. Therefore, employees are required to be more creative and innovative, besides that resilience is also needed by employees considering that if there is an overloaded order, the employee must be tough in completing it.

Based on the explanation that has been described, the researcher wants to prove whether or not Creativity, Innovation and Resilience will affect employee performance with the title "The Effect of Creativity, Innovation and Resilience on Employee Performance at Nusantara Garment Companies".

- Creativity

Creativity is something that must be owned by every employee, the higher the creativity possessed by an employee, the more enthusiastic about work and will be able to improve performance so that it can have a good impact on the company. Creativity is a way for employees to increase their potential so that they can productively achieve company goals.

Creativity also can be define as the ability to create new and useful ideas [12]. According [4], in her study mention that the greater Creativity will improve business performance, This is also support by [13] that creativity is an individual mental process that gives birth to effective ideas, processes, methods, or new products that are imaginative, aesthetic, flexible, integrated, and useful references in various fields for solving a problem, and the creatify of employees will increase their performance.

Based on some of the definitions above, it can be concluded that creativity is a person's initiative or idea to find new things so that new innovations are created in a person. According to [14], creativity is being curious, optimistic, flexible, finding solutions to problems, being original and imaginative. Based on [14] the indicators used for the dimensions of creativity are Curious; Optimistic; Flexible; Looking for a solution; Imagination and Dare to take risks.

Based on research conducted by [15] shows that work creativity has a positive and significant influence on employee performance. Hal ini juga di dukung oleh hasil penelitian yang dilakukan oleh Jihan Dama, Imelda [16], menunjukkan bahwa kreatifitas kerja memiliki pengaruh positif dan signifikan terhadap kinerja karyawan.

H1: Creativity has significantly effect on Employee Performance

- Innovation

Innovation is a new thing or the discovery of new ideas or ideas that are different from previous inventions. According to [17] innovation is the ability to apply creativity into something that can be implemented and provide added value to the resources owned. Innovation is the emergence of new things, such as new ideas, new theories, new hypotheses, or new methods for the management of an organization or company. Meanwhile, according to [18] innovation is an economic and social success thanks to the introduction of new combinations or events.

From several opinions, it can be concluded that innovation can affect employee performance because with new innovations the company will continue to grow as it follows the times. Because employees who have innovation can improve their performance as the results of research [19] which shows that creativity and innovation have a positive and significant effect partially and simultaneously on employee performance. Likewise, the results of his research [20], which states that innovative behavior has a positive and significant effect on employee performance.

H2: Innovation has a significant effect on employee performance

- Resiliensi

Resilience is a person's ability to rise and recover after overcoming heavy events, stress or problems in life but can be tough and persevere so that they can find new experiences. Resilience has a very positive effect on individuals because it can change a

person to be better than before. Someone who can do resilience well will be able to overcome difficulties and can get through trauma.

According to [21] stated resilience as the ability to face challenges, resilience will appear when someone faces a difficult experience and knows how to deal with or adapt to it. Furthermore, Resilience is the flexibility, resilience, ability or human capacity of a person, group, or community that allows it to deal with, prevent, minimize, and even eliminate the adverse effects of unpleasant conditions, or change miserable living conditions into a natural thing to overcome.

Based on several opinions, it can be concluded that resilience is a tough attitude that a person has to rise to face difficult or unprecedented challenges in an individual's life. [22] in his research conveys indicators of resilience with hardiness, optimism, resourcefulness, and purpose. In addition, employees who have high resilience can improve their performance [23].

The research results of [21] shows that the resilience of employees has a significant effect on their performance, as the results of his research Rediyono which states that innovation has a positive influence on managerial performance. This shows that to improve performance can be done by motivating employees to have innovative behavior.

H3: Innovation Has a Significant Effect on Employee Performance

- Employee Performance

Performance is the level of achievement or success of employees to realize the goals, vision and mission of a company. According to [24] performance is the result of work in quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given to him.

Employee performance is the result of work in quality and quantity achieved by an employee in a company on carry out their duties in accordance with the responsibilities assigned to them. Furthermore, employees performance is measured using quantity, quality, reliability, and attendance [25].

- Conceptual Framework

Based on the theoretical and empirical studies above, the conceptual framework of this study.

Research Methods

This study uses a quantitative approach which aims to determine the effect of the independent variable on the dependent variable. Research by taking the entire population as a sample in this study as many as 85 employees. Data collection was carried out through a survey technique with a questionnaire instrument that was packaged in 5 (five) choices from Strongly Agree to Strongly Disagree. While the data analysis technique used is Multiple Regression Analysis to determine the magnitude of the influence of each variable and for hypothesis testing is done with the F test and t test.

Result and Discussion

Before the data was analyzed, the validity and reliability of the instrument was tested first. The validity test was used to measure whether a questionnaire was valid or

not. The validity of the data was measured by comparing the results of the correlation with the r table with of 0.05, and the results of the correlation calculation showed valid numbers for all statement items after removing some invalid statements. While the validity test is used to determine the consistency of the answers to each statement answered by the respondents, the results of the validity test are carried out using the help of SPSS version 25.0, and the results show that all instruments from the variables of creativity, innovation, resilience, and employee performance are reliable because the results Cronbach's alpha shows numbers above 0.60, namely 0.856 for creativity, 0.762 for Innovation and In addition to testing the validity and reliability of the instrument, This study also analyzes the classical assumption test used to find out that the analysis of this data can be continued with statistical parameters, namely the Multiple Regression Analysis Test, which consists of Normality, Multicollinearity Test and heteroscedasticity test.

According to [26], the normality test aims to determine whether in the regression model the dependent variable and the independent variable have a contribution or not. The test used is Kolmogorov-Smirnov with a significance value of 5% or 0.05. If the statistical test results are more than or equal to 0.05 then the data can be said to be normally distributed, it is known that the normality test results show the Assumption value and P Probability Significant (2-tailed) of 0.200 which is more than the value of or 0.05, so it can be said that the research data is normally distributed and declared valid. The multicollinearity test was analyzed with the aim of testing whether a regression model has a relationship between independent (independent) variables. To find out, if the tolerance value is more than or equal to 0.10 and the VIF value is less than 10, it can indicate that there is multicollinearity between independent variables. While the results of the calculation of the Variance Inflation Factor (VIF) show that the tolerance value of all independent variables is more than 0.10 and VIF is less than 10, so it can be said that in the regression model there is no multicollinearity problem.

While the heteroscedasticity test is carried out to test whether in the regression model there is an inequality of variance and residuals from one observation to another, and the results of the analysis show that the scatterplot image does not form a certain pattern and the points spread above and below the number 0 on the Y axis, thus it can be said that the test results did not occur heteroscedasticity.

- Multiple Linear Regression Test

Multiple Linear Regression Analysis According to [27], it is used by researchers, if researchers predict how the state of the dependent variable will rise and fall, if two or more independent variables as factors increase and decrease in value. The following are the results of the multiple regression analysis performed using SPSS version 25.0.

The regression model equation shows that The constant (a) have a value of 2.426, itas mean that if thef creativity, innovation, and resilience is not carried out or is equal to zero (0), then the magnitude of employee performance is 2.426, furthermore, The value of the creativity coefficient is equal to 0.292 indicates that if creativity increases by one step, it will increase employee performance by 0.292 assuming other variables are constant; Otherwise, the value of the innovation coefficient is 0.384 indicates that if innovation increases by one unit, it will increase employee performance by 0.384

assuming other variables are constant; and the value of the resilience coefficient (b_3) = 0.299 indicates that if resilience increases by one unit, it will increase employee performance by 0.299 assuming other variables are constant.

- UJI T

T test is used to test how far the influence of the independent variables used in this study individually in explaining the variables partially or to test the hypothesis stated, at a significance level of 0.05 with a df (n-k) of 1.673. If the significance value is less than 0.05 and the $t_{count} > t_{table}$ then H_a is accepted and H_0 is rejected, where as if the significance value is greater than 0.05 or $t_{count} < t_{table}$ then H_0 is accepted and H_a is rejected, and this result shows to us that the creativity variable has a value of $t_{count} > t_{table}$ ($5.218 > 1.673$) with a significance value of the creativity variable greater than alpha ($0.000 < 0.05$) so it can be concluded that the first hypothesis was accepted. This means that the creativity variable has a positive and significant influence on employee performance.

Furthermore, the innovation variable has a value of $t_{count} > t_{table}$ ($3.333 > 1.673$) with a significance value of the innovation variable greater than alpha ($0.002 < 0.05$), so it can be concluded the second hypothesis is accepted, this means that the innovation of the employees has a positive and significant effect on employee performance.

The third hypothesis as shown by the result of t-test shows that resilience variable has a value of 2.325 its greater than 1.673 with a significance value of innovation variable greater than alpha ($0.024 < 0.05$) so it can be concluded that the third hypothesis also accepted, this means that the resilience variable has a positive and significant effect on employee performance.

- UJI F

The F test is used to determine whether the independent variable simultaneously affects the dependent variable. Based on that the results of F test is 58.775 so its greater than F-table 3.17, with a significance probability value of 0.000, this means getting a value smaller than 0.05, so it can be concluded that creativity, innovation, and resilience simultaneously affect employee performance.

- Coefficient of Determination Test

The coefficient of determination is used to measure how far the model's ability to explain variations in the dependent variable is. The value of the coefficient of determination is between zero and one ($0 < R^2 < 1$). A small value (R^2) means that the ability of the independent variables in explaining the dependent variable is very limited. The Result is shows the test results of coefficient Multiple Correlation is 0.871, which means that there is a strong relationship between the independent variable and the dependent variable. The results also show that the value of Adjusted R Square is 0.746 or 74.6%, which means that 74.6% of the dependent variable of employee performance can be explained by the independent variables of creativity, innovation, and resilience. While the remaining 0.254 or 25.4% is explained by other factors that are not included in this research model.

Discussion

- The Effect of Creativity on Employee Performance

Based on the results of this study, the creativity variable has a positive and partially significant effect on employee performance. It can be seen from the significance value on the T-test is $0.000 < 0.05$. Especially this research is also supported by the results of research from [15] with the title "The Effect of Work Creativity on Employee Performance at PT. Mahakam Berlian Samjaya." Here it is found that the creativity variable has a positive and significant effect on the performance of employees of PT. Mahakam Berlian Samjaya. This study also supports the results of Jihan Dama's research, Imelda [16], and also the results of his research [4] which states that employees who have high creativity can also get high performance.

- The Effect of Innovation on Employee Performance

Results Based on this research, the innovation variable has a positive and partially significant effect on employee performance. Innovation can be defined as the ability of employees to apply creativity into something that can be implemented and provide added value to the resources they have. Innovation will bring up new things, such as new ideas, new products, or new methods for managing an organization or company. In this study, high employee innovation will have a significant effect on employee performance. For this reason, it is very important to have employees who have high innovation to improve their performance, because it can be said that the results of this study support the results of the research of [19] which shows that creativity and innovation have a positive and significant effect partially and simultaneously on performance. employee. Likewise, the results of his research [20] which states that innovative behavior has a positive and significant effect on employee performance.

- The Effect of Resilience on Employee Performance

The results of data analysis in this study show that Resilience has a positive and significant effect on employee performance. According to [21] stated that resilience as the ability to face challenges, resilience will appear when someone faces a difficult experience and knows how to deal with or adapt to it. Furthermore, Resilience is the flexibility, resilience, ability or human capacity of a person, group, or community that allows it to deal with, prevent, minimize, and even eliminate the adverse effects of unpleasant conditions, or change miserable living conditions into a natural thing to overcome, in this research can be conclude that the employees who have high resilience can increased their performance, so this research support the research of [23], and also the research of [21] which that the resilience of employees has a significant effect on their performance, and this also support the result of the research of [28], which states that innovation has a positive influence on managerial performance. This shows that to improve performance can be done by motivating employees to have innovative behavior.

- The Effect of Creativity, Innovation, and Resilience on Employee Performance

Based on the results of the F test, it is known that creativity, innovation, and resilience simultaneously affect employee performance. This indicated that the fourth hypothesis stated in this study is accepted, which means that creativity, innovation, and resilience have a positive and significant effect on employee performance. In the results of the hypothesis test, the relationship between creativity, innovation, and resilience on employee performance is positive.

Conclusion

Based on the problem formulation and research results, it can be concluded that the creativity of employees can improve performance because employee creativity has a significant effect on their performance. positive and significant effect on employee performance, and the results of simultaneous hypothesis testing indicate that creativity, innovation, and resilience have a positive and significant effect on employee performance.

The results of this study have the implication that creativity must be further enhanced by increasing the curiosity and confidence of employees so that it can be profitable for the company, besides that innovation also needs to be improved so that employee innovation and will further improve their performance, as well as for employee resilience, If the company wants to achieve success, it can be done by increasing employee resilience so that they perform higher.

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