

Introduction

In life, the economy is the main pillar to support people's lives. The existence of life welfare goals in the form of fulfilling daily needs, namely clothing, food, shelter and other needs and desires that want to be fulfilled makes people compete in improving their economy. MSMEs have a big role in the economy, especially the country's economy. The existence of MSMEs can encourage development in the economy by creating new jobs so as to reduce the number of unemployment which is an opportunity to increase income in the community and reduce poverty in the country (Kadeni & Ninik Srijani, 2020). Micro, Small and Medium Enterprises (MSMEs) are businesses established by individuals and business entities by producing goods and services whose business activities are included in the small scope. According to Adi M. Kwartono, MSMEs are people's economic businesses with a maximum capital of Rp. 200,000,000, but land and buildings are not included in the calculation. Meanwhile, according to Law No. 20 of 2008, MSMEs are trading businesses led or managed by individuals and refer to productive economic activities that meet the criteria stipulated in the law. (Aris Ariyanto, et al., 2021)

In the business world, it is inseparable from increasingly competitive competition, where business actors are competing to create strategies to survive in the competition (Yayang Primadona & Yusep Rafiqi, 2020). Competition is not always a negative thing, in business with competition makes business actors have demands to be able to face the competition so as to support them to improve the quality of their business (Tetty Yuliaty, et al., 2020). That with competition, business actors compete to improve the products and services offered. Strive to be able to meet what is needed by customers with these improvements so that innovation continues to be carried out to provide the best to customers. (Is Susanto, et al)

Bakpia Ahmad's Family is one of the culinary businesses, namely the production of breads, especially breads located in the Trenggalek area. The goods produced are commonly used for celebrations and family events with various variants. This business was founded by a housewife named Siti Zubaidah. He used to work in a bakpia manufacturing factory, then established his own business armed with the knowledge gained while working at the factory. In this bakpia business,

in running their business in the future, they can be about marketing, sales and service processes. CRM can make it easy for companies to provide information about their products/services so that customers feel enough information about these products/services that will make customers feel satisfied so that it can trigger loyalty because they have put a sense of trust in a business. (Abdul Rahmad Ariga, et al., 2018)

LITERATURE REVIEW

Customer Relationship Management (CRM)

According to Brown quoted by Alma, stating Customer Relationship Management (CRM) is a strategy to acquire, maintain and expand relationships with the most profitable customers (Suryani, 2021). Meanwhile, according to Kotler & Keller, Customer Relationship Management is a method used to obtain detailed and overall information about customer habits and needs in order to increase customer loyalty (Ovi Hamidah Sari, et al., 2021). CRM can be tied as a strategy used to establish good relationships with customers, namely providing services and fulfilling according to customer wishes and creating a bond or point where customers feel satisfied and

believe in the business. CRM is a form of activity carried out by companies in maintaining customer loyalty. In the process, unidirectional communication is needed, namely receiving and providing the information needed (Andriasan Sudarsono, et al., 2020).

Here are some CRM objectives:
(Rusmanto, 2020)

1. Increase Customer Satisfaction

With the emergence of satisfaction by customers, it can trigger customers to join in attracting other customers to join so that they can also enjoy the sense of satisfaction that is felt. The withdrawal of other customers by these customers is usually done by word of mouth, it is also said to be a marketing strategy.

2. Expanding Customer Base

This can improve customer relationships or further enlarge the management of increasing customers

3 Increase Company Sales

For the relationship that has been established, of course, there will be more interactions and sales agreements that occur with customers. So that the increasing deal will also increase sales at the company.

4. Increase Labor Productivity

With information about customers, it can be used as a reference or material for improvement regarding service and workforce performance so that in the future there will continue to be improvements until labor productivity increases.

The construction of CRM is often used in meeting customer satisfaction because customer satisfaction can motivate the company to continue to grow and continue to provide the best. CRM strategies meet customer satisfaction by understanding customer needs. In general, the CRM process combines humans and technology, but in fact it must also be balanced not only focusing or tending to technology but also other things that trigger the establishment of good relationships with customers.

Stages in CRM: (Erna Setijani, et al., 2019)

a) Identification

Companies identifying who a profitable customer is can be such as by knowing the address or how the customer wants to provide information or contact person.

b) Differentiation

That is, companies can make adjustments by dividing customers according to behavior, demographics and customer expectations which later have the potential to help companies in dividing / grouping customers.

c) Interaction

Make plans on how to interact that leads to customer loyalty. When interactions often occur, they know each other so that customers are reluctant to move to competing companies because they already feel comfortable with the previous company and are reluctant to start interactions or relationships with new companies / competitors.

Customer

Customers are consumers who make purchases of products and service users and are done repeatedly because of the creation of satisfaction and fulfillment of what the customer wants and needs (Didin Fatihudin & Anang Firmansyah, 2019).

Some customer definitions according to Gasperz: (Eko Sudarmanto, et al., 2022)

a) Customers are not people who depend on us, but we who depend on them.

b) Customers are the source of our desires.

c) Nothing beats the customer in an argument.

d) The customer is a very important person in the company and who cannot be written off.

According to Jubelio, in general, there are 3 types of customers, namely: (Agung Nugroho, et al., 2022)

a. External customers, namely customers who use the products/services offered by the company and are end customers.

b. Internal customers, namely customers with the same background from the scope of business / business so that later the products / services purchased will be resold and when this happens can be considered a cooperation in business.

c. Intermediate customers, namely customers who become intermediaries can be individuals or groups from the scope of business.

A customer is someone who makes continuous or repeated transactions in the same business for the fulfillment of his wishes. The importance of understanding and recognizing

customers in business, because that the product carries out its operational activities based on consumers so that customers have an important role in measuring satisfaction regarding the services provided by the company.

Customer Loyalty

Linguistically, loyalty is defined as loyalty, namely the loyalty of a person / customer to an object. Loyal customers feel satisfied with what is offered and feel that what is needed and desired has been obtained at the brand so that it will not be distracted by other brands. According to Hurriyati, customer loyalty is a strong commitment from customers to make repeated purchases of selected products or services consistently in the future, although factors such as marketing situations and actions can influence their behavior (Dedek Kurniawan, et al., 2020).

Here are the main benefits of customer loyalty: (Junaedi, 2019)

- 1) Increase purchases by customers
- 2) Reduce costs that are often incurred by business places / companies to serve customers
- 3) Promotes good word-of-mouth communication

Especially for business actors have freedom in acting and making decisions because there is no bond with other parties. Furthermore, business actors have a direct descending role in running a business that is adapted to the local area so that the surrounding potential can be used optimally.

b) Disadvantages of MSMEs

Shortages in MSMEs, especially in business development, are triggered by lack of capital. In addition, because the effort is not too big so that when recruiting employees the salary offered is also not too large, it triggers difficulties in getting employees.

Features in MSMEs: (Novie Noordiana & Wilsna Rupilu, 2019)

1. The goods can change, in MSMEs the number of goods produced is not too much. So it is possible to change the type in production and in adding variants.
2. The location can move, business entity licenses owned by MSMEs are known not to include land and buildings. So that business actors can move locations that can also be adjusted to the potential of their place.
3. Most do not yet have an organizational administration.

RESEARCH METHODS

The type of research used is descriptive research with a qualitative approach, which is in the form of a description of the object that has been studied using various points of view and by describing the object of research, revealing the meaning of a phenomenon, and explaining the phenomenon (I Made Laut Mertha Jaya, 2020). This type of descriptive research is very appropriate to be used in describing the problem being studied naturally and as it is. (Marisi Butarbutar, et al., 2022)

For the location chosen by researchers in Gembleb Village, Pogalan District, Trenggalek Regency. The data collection techniques carried out are interviews with business owners and employees, observation and documentation. Documentation is carried out in between interviews and during production activities. Technical data analysis is generally carried out after the data collection process is complete, which is in the form of studying research data which then makes it easier to understand the results of the research. In this study, the technical analysis used is data condensation in the form of a process of refining the data that has been collected to focus more on

choosing so that the data is more centralized with the problems raised (Feny Rita Riantika, et al., 2022). The presentation of data (display data) is intended to make it easier to understand research data, and draw conclusions (verification) which is the final result at the data collection stage supported by strong evidence to strengthen the results of the study. (Ambar Sri Lestari, 2020)

RESULTS AND DISCUSSION

1. Acquiring New Customers

UMKM Bakpia Ahmad's Family was established to channel the experience gained by business owners and aimed at improving the economy of their families. According to the company, loyalty is an important part of business, so the implementation of CRM is considered appropriate to maintain customer loyalty. The implementation of CRM begins with finding new customers, which is done with promotions. Promotion is the main path to business success, as stated in Tjiptono's opinion which states that promotional factors determine marketing success (Erny Amrianasmin, et al., 2021). In general, promotion is considered an important activity that is used to influence people to be interested in the products / services offered. Many techniques and

types of promotions that can be used by business actors are tailored to their business so that promotion and business activities are aligned so that they can provide maximum results. According to Swastha, promotion can be interpreted as a form of information flow used to influence a person or organization to take actions that can create exchanges in marketing (Roky Apriansyah, 2018). Meanwhile, according to Agus Hermawan, promotion is one of the main elements in marketing activities that aims to notify consumers that the company has launched an attractive new product and encourage them to make a purchase. (Remart Ricards Duan, et al., 2019)

In this effort, the first promotion carried out is word of mouth. According to Kotler and Keller, marketing through the word-of-mouth method is a form of marketing carried out through oral, written, or electronic media communication, which is based on experiences experienced by consumers (Apryan Fajar Gumelar, et al., 2023). Meanwhile, Poerwanto and Zakaria said that word of mouth marketing communication is the only way of promotion that involves customers as messengers to other customers and is

intended for the benefit of customers (Rusman Latief, 2018). WOD can be said to be a reliable type of communication because it comes from the personal experience of customers who have used the company's products or services and are satisfied, as well as information provided by customers to other people or potential new customers in the form of experiences related to the use of products that have been purchased or can be said by providing recommendations to potential new customers. According to Kotler there are two main advantages in using word of mouth promotion. First, the message conveyed orally is more trustworthy. Second, word of mouth requires cheaper costs (Kiki Joesyiana, 2018). Since the implementation of promotion with WOD at the beginning of the establishment of this business, it is known that at first the business was only known by the local community became known to many wider circles. Another thing is the progress of increasing both from customers and the number of orders.

Other promotions are also carried out, namely participating in several activities such as exhibitions, bazaars and through social media, namely the Whatsapp application which

can be used in introducing products so that it is known by many people. This is in line with one of the theories put forward by Dr. Ravi Kalakota, acquiring new customers is a step taken by introducing the company and its products, attracting the attention of new customers through assessing the benefits of products and services, emphasizing innovation and convenience because customer satisfaction is an important value of a product or service (I Kadek Dwi Gandika Supartha, 2022). In addition to aiming to introduce products, it is also one of the stages that can be used in building good relationships with customers.

New customers can generally be obtained by the company at any time, but it is more likely in the months when there is a celebration event because the product is more widely used for celebration or family events. CRM implementation is designed with the target to be achieved, in this business the owner targets to get customers not only around the city but also outside the city and currently there are several out-of-town customers namely Tulungagung and Ponorogo. Hooking new customers is not an easy thing, financing is needed for things that are done. With the

messages. Automatic messages in the form of thank you notes and product lists and prices, then they will offer assistance to customers if there are problems or confusion in determining orders or delivery. After working hours, the owner checks the chat column. This is intended to monitor the service received by customers. Likewise during direct service, sometimes the owner is near the cashier to monitor. So that the selection of candidates for employees is not ignored in the company, the owner sorts out candidates who are diligent and have the desire to continue learning. The compilation that has been implemented has an effect on customer loyalty to date, but the owner certainly does not feel satisfied with continuing to improve service and not neglecting to assist and check. According to Tjipjono, service quality refers to the desired level of excellence and the ability to control the level of excellence to meet consumer expectations, so in that case the owner aims to maintain and improve the quality of service so that the company is in accordance with customer expectations. (Ristya Widi Endah Yani, et al., 2021)

According to Thogersen, et al, complaining is an action aimed at responding to dissatisfaction with

products and services with a solution-oriented (Aniesa Samira Bafadhal, 2022). When there are complaints or complaints about orders received, the company tries to be fast and responsive in overcoming the problem. The first thing to do is to try to listen to the complaints filed, then offer a form of settlement without harming either party. With this form of settlement, you can still maintain good relations with customers.

Maintaining customer loyalty is certainly not an easy thing to do, but the company tries as much as possible to understand and understand the wants, needs, and behavior of customers. In its implementation, CRM strategy is pursued as a form of establishing good relationships with customers. Where this has an impact on the emergence of customer loyalty and company sustainability, in line with Fihartini's opinion which states that the number of loyal customers is a sign of the success of a company (Supertini, et al., 2020). Service is one of the factors used in maintaining good relations with these customers. When the implementation of service is appropriate and successful, it certainly affects the company's goals in maintaining customer loyalty. This is in accordance with one of the main

establishment of good relationships can be an influence for customers to make more profitable transactions with the company.

In direct service at the store, the owner provides testimonials for customers who come so that they can know the taste of the product and do not hesitate to make a purchase and in accordance with the opinion of Kotler & Keller, that one of the sales promotion tools in the form of sampling is a marketing strategy that involves giving products for free to consumers to try so that they are interested in buying again in the future (Kusuma Wijaya, et al., 2022). In the Whatsapp feature used, there is a catalog that contains pictures of the types of products and their prices completely. The catalog becomes information for customers so that customers can know about the company and can be used as a consideration in purchasing.

The onset of boredom is natural and must exist in an effort. In this effort in response to this by upgrage the product, namely adding types and variants of flavors. Trying to understand the desire and receive input or suggestions, such as things that have happened, customers feel bored or want

the latest product presented, then the input is accepted and considered, and until now the products offered have increased. In addition, customer comfort is one of the factors triggering customer loyalty so that the company also uprages little by little in the business premises that are built to be more spacious and neat so that when making direct purchases customers feel more free and comfortable. Customers can also see the manufacturing process directly which can increase confidence in the business.

According to Kuncoro, competition occurs when organizations or individuals compete to achieve desired goals, such as gaining consumers, market share, survey rankings, or needed resources (Luh Gede Putri Kusuma Pekerti, 2022). The existence of competition in business can trigger customers to switch to other companies, in this case product quality is important to maintain. To maintain product quality, the company chooses suppliers with the best materials and in accordance with the quality standards desired by the company so that the company has permanent suppliers. When there is an increase in material prices, the owner discusses it with other bakpia entrepreneurs in the area to determine

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