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THE EFFECT OF RELATIONAL BENEFITS ON SATISFACTION IN ONLINE SALES OF BATIK PRODUCTS IN MICRO, SMALL AND MEDIUM BUSINESSES IN EAST JAVA

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ABSTRACT

Strategy relational benefits, when seen from the perspective of Customer Relationship Management is a strategy to facilitate the implementation of Customer Relationship Management strategy to become a business action in response ⁴¹ actual or potential customer behavior. Relational benefit is a strategy long-term relationship **between the consumer and the service provider to deliver a number of benefits to consumers**. Information technology also provides many benefits and convenience for customers, among others: the benefits of the trust (confidence benefit) in the form of confidence and reduced anxiety. Social benefits (social benefits) received by the consumer in the form of personal confession made by an online service provider which was constructed by the benefits of convenience and expediency of information Technology. The use of information technology can provide special benefits (special treatment benefit) in the form of savings in time to visit some websites that sell products online at a time. The sampling technique used in this study is is proportional random sampling. Samples were taken based on the consumer population group buyers batik products online in Micro, Small and Medium-East Java month period from June to September 2010 in Sidoarjo district, Jombang, Malang, Bangkalan, Surabaya, Pamekasan. Taken ³² proportionally based on the number of consumers in the Micro, Small and Medium Enterprises. Analysis of the data in this study using the test Structural Equation Modeling (SEM). Based on the results of the study concluded that confidence benefit significantly influence satisfaction, social benefits significantly influence satisfaction, treatment special benefit significantly influence satisfaction ⁴⁸

Keywords: confidence benefit, social benefit, special treatment benefit, satisfaction.

INTRODUCTION

Regarding relational benefits, to provide more optimum results, information technology is needed in its implementation. Many studies related to information technology prove that the ease of using information technology will increase productivity, enhance effectiveness, develop job performance (Chin and Todd, 1991). Information technology also provides many benefits and conveniences for customers, including: confidence benefits in the form of self-confidence and anxiety reduction (Rebecca and Kevin P. Gwinner, 2003). The social benefits received by consumers are in the form of personal recognition carried out by online service providers where these benefits are built by the convenience and usefulness of information

technology (Yujong Hwang and J. Kim, 2007). The use of information technology can provide special benefits (special treatment benefits) in the form of saving time to visit several websites that sell online products at once (Rebecca and Kevin P. Gwinner, 2003).

Confidence benefit as a feeling of reduced anxiety turns into confidence, and trust in service providers can increase consumer satisfaction in the use of information technology (Gwinner et al., 1998; Thorsten et al., 2002; Rebecca and Kevin P. Gwinner, 2003; Tracey and Timothy, 2003). , 2010). Consumer confidence to stay in touch with online service providers can also increase the intensity of the use of information technology as a means of financial transactions (usage intention) (Thorsten et al., 2002; Rebecca and Kevin P. Gwinner, 2003; Tracey and Timothy, 2010). Social benefits are benefits received by customers as a result of an emotional relationship with certain service providers that can increase satisfaction (Gwinner et al., 1998; Price and Arnould's 1999). Social benefits affect the intensity of use (usage intention) of online shopping (Thorsten et al., 2002; Tracey and Timothy, 2010). Special treatment benefits can affect satisfaction, consumers feel satisfied because of the purchasing services made by the company (Thorsten et al., 2002). Giving discounts can also affect future repurchases (usage intention) (Thorsten et al., 2002; Rebecca and Kevin P. Gwinner, 2003; Tracey and Timothy, 2010).

Indonesia has a unique product, namely batik. However, in recent years Indonesian batik has faced stiff competition from production from a number of countries such as Malaysia, Thailand, Singapore, South Africa and Poland. Moreover, they use more sophisticated technology to be able to produce batik quickly and the price is cheaper. According to the Chairman of the Indonesian Batik Foundation, Jultin Ginandjar Kartasasmita, so far, Indonesian Batik has been maximally cultivated by Micro, Small and Medium Enterprises as a mainstay among national textile commodities that increase people's income.

Indonesian Batik handicraft business reached 48,287 units by absorbing 792,300 workers equivalent to a production value of Rp 2.9 trillion and an export value of US \$ 110 million located in 17 provinces as production bases, so that the younger generation loves batik from their own country, efforts must be made so that Batik becomes one of pride. Batik should be made high fashion world. Must be a trend and loved by young people, Jultin Ginandjar Kartasasmita (bisnisukm.com, 2010).

To realize the development of the Indonesian batik industry, as well as increase batik exports to foreign countries, the use of technology, especially e-commerce, is needed by Micro, Small and Medium Enterprises to promote their products globally. Batik Micro, Small and Medium Enterprises can use information technology to promote all their products across geographic boundaries. Not only can promote but can make transactions through online shopping.

Based on the background described above, the problem that will be raised in this study is the influence of confidence benefits, social benefits and special treatment benefits on consumer satisfaction who buy batik products online at Micro, Small and Medium Enterprises in East Java.

RESEARCH METHODS

This study was designed as an explanatory research, because it aims to explain the effect of cause and effect relationships between variables in research problems that have been clearly identified (Zigmund, 1997: 39-41). This study aims to explain the relationship between the hypothesized variables, namely between perceived ease of use and perceived usefulness and satisfaction on consumers who buy online batik products in Micro, Small and Medium Enterprises in East Java. The type of data in this study is cross-sectional data, namely data collection at a certain time, not long term (longitudinal).

Based on the research model built, the analysis approach is multivariate, with 7 latent variables and 18 indicators. In this study, the number of indicators is 18 and the multiplication is between 5-10, in this study the multiplication of 10 is taken, so the sample size of 18 multiplied by 10 equals 180. It means that the sample size to be used in this study is $10 \times 18 = 180$ consumers who buy batik products. online at MSMEs in East Java, with the following criteria: (1) Consumers buy online from Micro, Small and Medium Enterprises that produce batik; (2) Purchase more than once at Micro, Small and Medium Enterprises.

The sampling technique used in this research is proportional random sampling. The sample was taken based on the consumer population group who bought online batik products in Micro, Small and Medium Enterprises in East Java for the period December - February 2015 in Sidoarjo, Jombang, Malang, Bangkalan, Surabaya, Pamekasan Regencies.

The sampling technique is a sample drawn from the total population in six districts, but not all members of the population are members of the sample. Only a part of the population is sampled. Because the population is very large, the sample is taken as many as 180 people from 2,943 people.

Latent variable is a variable whose value is determined by a measured variable or indicator. In accordance with the title background, problem formulation, objectives and hypotheses, in this study there are 5 latent variables, namely: social benefit (X1), confidence benefit (X2), special treatment benefit (X3), satisfaction (Y1) and usage intention. (Y2). The analysis used to answer the hypothesis in this study uses the Structural Equation Model (SEM) using the Amos 7.0 and SPSS version 15.0 program packages. SEM analyzes the covariance structure which consists of two parts, namely the measurement model and the structural equation model (Cooper and Emory, 1995 and Hair et al. 1998). Hair et al. (1998) revealed that the measurement model is a sub-model in SEM that sets indicators for each construct and assesses the reliability of each construct to estimate causal relationships.

RESULTS AND DISCUSSION

In the early stages, validity and reliability tests were carried out on the items in each research variable. The results have met. The first hypothesis (H1) states that Confidence Benefit (X1) has a significant effect on Satisfaction (Y1). The error probability value (p value) is 0.000, because the error probability is smaller than a significant value of 0.05, the first hypothesis (H1) after being studied quantitatively in this study is declared significant. The path coefficient value between Confidence Benefit and Satisfaction is 0.424, indicating the magnitude of the influence of the benefits received by consumers on the trust that has been given by online batik

shops to consumer satisfaction after making online purchases through the batik shop website of 0.424

The second hypothesis (H2) states that social benefit (X2) has a significant effect on satisfaction (Y1). The error probability value (p value) is 0.002, because the error probability is smaller than a significant value of 0.05, the second hypothesis (H2) after being studied quantitatively in this study is declared significant. The path coefficient value between social benefits and satisfaction is 0.345, indicating the magnitude of the influence of the benefits received by consumers when dealing with online batik shop customer service on the level of consumer satisfaction after making online purchases through the batik shop website by 0.345.

The third hypothesis (H3) states that Special Treatment Benefit (X3) has a significant effect on Satisfaction (Y1). The error probability value (p value) is 0.004, because the error probability is smaller than a significant value of 0.05, the third hypothesis (H3) after being studied quantitatively in this study is declared significant. The path coefficient value between special treatment benefits and satisfaction is 0.325, indicating the magnitude of the effect of the benefits received by consumers due to the special treatment given by online batik shops to the level of consumer satisfaction after making online purchases through the batik shop website by 0.325.

1. Effect of Confidence Benefit on Satisfaction

The results of this study state that the confidence benefit has a significant effect on satisfaction, because the critical ratio value is 6.105, which is greater than 1.96. This can be interpreted that changes in confidence benefits have a significant effect on changes in satisfaction. The results of this study support the findings of Gwinner et al., (1998); Thorsten et al., (2002); Rebecca and Kevin P. Gwinner (2003); Tracey and Timothy (2010) who reveal confidence benefit as a feeling of reduced anxiety turns into confidence, and trust in service providers can increase satisfaction in the use of information technology. Anderson (1998) who expressed confidence and trust in an exchange has been found to have a positive impact on the level of satisfaction in the relationship between producers and buyers. Szymanski and Henard (2001) revealed that expectations have a direct influence on satisfaction because consumers tend to assimilate the level of satisfaction to match the level of expectations to reduce dissatisfaction. The results of this study support the research of Rebecca Yen (2003). This can be explained as follows. In Rebecca Yen's research (2003), the effect of confidence benefit is only assessed based on respondents' trust in security at the time of online transactions on satisfaction with services using travel agents (only one indicator).

2. Effect of Social Benefit on Satisfaction

Based on the results of the SEM analysis, it is known that there is an influence of social benefits on satisfaction, because the critical ratio value is 5.458 which is greater than 1.96. This means that the higher the social benefit, the higher the satisfaction. The results of this study support Gwinner et al., (1998); Price and Arnould's (1999) which reveals that social benefits are benefits received by customers as a result of an emotional relationship with certain service providers that can increase satisfaction. Therefore it is important for companies to focus on how the company treats customers and how to cultivate positive feelings in customers. Creating

positive emotions and feelings is very important in building relationships. The absence of these emotions makes satisfaction a mere mechanical activity that has no real compelling reason to be satisfied.

Goodwin (1997); Goodwin and Gremler (1996) stated that the company's social benefits are positively related to customer commitment. Reynolds and Beatty (1999) social benefit as the interaction between customers and employees is central to customer perceptions of the quality of some services. Gremler and Gwinner (2000), namely the relationship between employees and customers, is a concept related to social benefits, significantly related to customer satisfaction. Price et al., "commercial friendship" as a key element of social benefit and satisfaction. Based on CRM theory (Buttle 2004) the effect of social benefits on satisfaction is a strategic scope application, namely being customer-oriented, customer-oriented, adapting to customer desires, or focusing on customers.

3. Effect of Special Treatment Benefit on Satisfaction

Based on the results of the SEM analysis, it is known that the special treatment benefit has a significant effect on satisfaction, because the critical ratio value is 4.431 which is smaller than 1.96. This means that changes in special treatment benefits have an effect on changes in satisfaction. The results of this study support the findings of Reynolds and Beatty (1999), stating that Special Treatment benefits can be considered as part of the service performance itself, and thus, the benefits received from Special Treatment Benefits are expected positively affect Satisfaction with the service. Thorsten (2002) proved that Special Treatment Benefit can affect Satisfaction. In the research of Rebecca Yen (2003), the special treatment variable using a special price indicator given by a travel agency company to students who often travel has an effect on satisfaction with the services provided by the travel agency. Research by Rebecca Yen (2003) only uses one indicator of satisfaction, namely satisfaction related to service (related to service). This study uses three indicators of satisfaction, namely related to service (related to service), related to product (related to product) and related to purchase (related to purchase).

The empirical findings in this study are as follows:

1. The results of this study indicate that marketing outcomes are not only influenced by relational benefits but are also influenced by the Technology Acceptance Model (TAM) and the Technology Acceptance Model (TAM) affect relational benefits. The results of this study develop the research results of Thorsten and Gwinner (2002), Rebecca Yen (2003) and Tracey (2010). The use of technology for online sales with its convenience and usefulness can be used to increase the profits received by consumers as a result of fostering long-term relationships as well as to increase consumer satisfaction and product repurchase online.
2. This research is based on the theory of Customer Relationship (Buttle, 2004) which includes three scopes of study, namely operational, strategic and analytical. The findings of this study synergize the three constructs studied, namely the Technology Acceptance Model-Relational Benefit-Marketing Outcome with the three scopes of the CRM study.

The sample taken has characteristics that are not homogeneous so that it contains limitations in an effort to analyze consumer behavior. Variations in the time of data collection for each

sample have an impact on answers that vary, some are comfortable, less comfortable, in a hurry to fill out the questionnaire. Apart from these limitations, this research makes a significant contribution in testing the relationship marketing paradigm and the integrative understanding between the paradigm and the technology acceptance model and marketing outcome.

CONCLUSION

1. Based on the results of data analysis and discussion, the conclusions in this study are as follows:
 1. The results show that confidence benefit has no significant effect on satisfaction. Satisfaction with the freedom to make choices of batik products offered online is not influenced by the benefits received by consumers (confidence benefits) for the guarantees provided by the company that the products sold online are of good quality.
 2. The results showed that the confidence benefit had no significant effect on usage intention. The intention to use online media again to shop for batik products or find new motifs for batik products is not influenced by the benefits received by consumers on the reputation of online batik companies.
 3. The results of the study show that social benefits have a significant effect on satisfaction. The results of this study support the results of research by Reynolds and Beatty (1999), Gremler and Gwinner (2000). To build relationships with customers online can be done by providing livechat with yahoo messenger facilities.
 4. The results showed that social benefits had a significant effect on usage intention. The results of this study support the research results of Goodwin and Gremler (1996); Price and Arnold (1999); Reynolds and Beatty (1999). To build an increase in the influence of social benefits on usage intention, batik shops can do this by displaying best-seller products along with prices and product details.
 5. The results show that special treatment benefits have a significant effect on satisfaction. Satisfaction with the suitability of the price of batik products offered with product quality (related to product) is influenced by the benefits received by consumers with the development of services by companies for consumers personally in the form of motifs, colors or types of materials preferred by consumers.
 6. The results showed that special treatment benefits had a significant effect on usage intention. The results of this study support the results of research by Reynolds and Beatty (1999) and Thorsten (2002). Faster service, better prices, special discounts and other special services that are not provided to other consumers will affect Satisfaction.
 7. The results show that satisfaction has a significant effect on usage intention. Satisfaction with the freedom to choose batik products offered online can increase the intention to use online media to find new motifs for batik products.

Based on the results of research on the effect of perceived ease of use on perceived usefulness, relational benefits and marketing outcomes, it shows that the overall model meets the

requirements and is acceptable, therefore the researcher's suggestions are focused on these variables.

Consumer trust in the reputation of online batik shops (confidence benefit) can be built by providing guarantees that the products sold online are of good quality and on time delivery, honest information to consumers by providing online location maps, clear address positions, contact persons, NPWP, transfer bank account no.

Online shop entrepreneurs can develop social benefits by providing yahoo messenger facilities that function as online communication media between batik shops and consumers aiming to create a sense of pleasure when consumers feel the need to connect with online stores to ask more clearly about the products or services provided. Special services to consumers (special treatment benefits) can be provided through the provision of special discounts for consumers who are interested in reselling products, buying in large quantities or becoming agents. Consumer satisfaction (satisfaction) in online shopping can be increased by the flexibility in making product choices, delivery on time.

Suggestions for further researchers are the results of this study developing a new conceptual model of Technology Acceptance-Relational Benefit Marketing Outcome Model. The Technology Acceptance Model in this study does not include external variables as mediators of the impact of system characteristics and perceived quality of output on usage behavior. The results of this study provide findings on the implementation of the Customer Relationship Management Model on TAM-Relational Benefit and Marketing Outcome through three scopes of study, namely operational, strategic and analytical. However, this study has not empirically examined the three scopes of the study on TAM-Relational Benefit and Marketing Outcome. Future research agenda can be carried out by research to explain empirically the three scopes of CRM studies, namely operational, strategic and analytical to TAM- Relational Benefit and Marketing Outcome.

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