**STRATEGI CUSTOMER RETENTION MARKETING CARD MEMBERSHIP "PRIVILEGE CARD"**

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**Abstract**

Many shopping centers in the city of Jakarta make the competition even tighter, where companies are required to create innovative retention programs to maintain and retain customers. PT X tries to provide good and convenient services to get its customers, one of them is through a membership card called "privilege card". This study departs from the consideration of customers or prospective customers who can visit a shopping center not only because of its easy access, but there are facilities provided by the company that makes loyal customers. In this study, we examine how PT X's strategy in designing a creative program makes consumers want to buy at the expenditure center. The purpose of this study is to explain the marketing process of customer retention in the use of membership cards to keep buying at the X PT. This study uses qualitative methods with a type of descriptive research, where data is collected through interviews conducted with informants. The results of the study show how in the retention database is needed in communicating the program at PT X, besides that the privilege card program is crucial in terms of loyalty related because with a loyalty card program, it is necessary for customers to need privileges to rent by the company itself.

Keywords: *Customer; Retention Marketing; Card Membership; Privilege Card*

1. **INTRODUCTION**

The progress of information technology in the present era has provided a tool for marketing managers to create a new generation of customer retention marketing tactics. One tactic considered by thousands of companies, and which has been widely adopted, is to create customer loyalty programs [Uncles, M. D., Dowling, G. R., & Hammond, K. (2003)].

According to Cheng, C. F., & Lee, A. H, in the journal The Influence of Relationship Marketing Strategy and Transaction Cost on Customer Satisfaction, where consumers have a lot of free time and continue to increase their annual income. For this reason, the concept of shopping has changed to become not only a simple purchase problem but also a means of entertainment for consumers. The mall is the center of attention for a new type of retail place and provides a family-focused shopping culture by letting the whole family enjoy themselves at the same time in the room with shopping and entertainment facilities. By building relationships with customers, an organization can also obtain quality marketing intelligence resources for better planning of marketing strategies.

Basically the concept of the transaction is very closely related to marketing communication, marketing communication is an attempt to convey messages to target consumers using various media, with the hope that communication can produce three stages of change, namely changes in knowledge, changes in attitude, and changes in desired actions ( Kennedy, 2006).

PT X has been established for three years and visitors have already been formed, with the Privilege Card program made by PT X making its own added value to bring more existing and new visitors to the retention program closer. The retention program is different from the existing promotion strategy, if we look at it financially, of course, the promotion strategy to attract customers requires a small amount of cost, in contrast to the retention marketing program that maintains customers in terms of convenience or after-sales service will certainly maintain the efficiency of the PT X program. that is. The purpose of the study in the journal here is to know the customer retention marketing process in using membership cards to keep shopping at PT X and provide programs related to insight to consumers who visit PT X. of course by conducting in-depth interviews with the speakers who directly related to the purpose of the PT X.

1. **LITERATURE REVIEW**

**2.1 Marketing**

Quoted from the organization's website, Marketing is a process of satisfying human needs and desires. So, all activities concerning satisfying human needs and desires are part of the marketing concept.

Marketing begins with fulfilling human needs which then grow into human desires. For example, human needs water to fulfill their thirst. If there is a glass of water then thirst needs will be met. But humans not only want to fulfill their needs but also want to fulfill their desires, for example, a glass of Aqua brand water that is clean and easy to carry. So this human chose Aqua bottles that were by their needs in thirst and according to their wishes which were also easy to carry.

This process of fulfilling human needs and desires is the marketing concept. Starting from product fulfillment (product), pricing (price), shipping of goods (place), and promoting goods (promotion). Someone who works in the marketing of so-called marketers. This marketer should know marketing concepts and principles so that marketing activities can be achieved by the needs and desires of humans, especially the intended consumers.

If we look at the above understanding, marketing is only interpreted as an activity of distributing products from producers to consumers. With that understanding, there is no difference between marketing and sales.

Today there are still many people, including some executives, who have not been able to understand the difference between marketing and sales. The two terms have different concepts.

In the concept of sales, a company launches a new product. After that, the company used all sales methods to seduce consumers into buying the product. After consumers are persuaded, it is expected that they will buy the product so that the company makes a profit. So, in the concept of sales, the company directs consumer demand to fit the product it has. This is different from the marketing concept. In the marketing concept, the company's steps begin with explorations to find out what consumers want or need. Then, the company develops a product that can meet the desires or needs of consumers, from here the company earns a profit. Here, companies adjust their products to meet consumer desires or needs.

Marketing communication can be done in several ways, including advertising (advertising), direct marketing, online marketing, sales promotion, public relations, personal selling (Fill, 1999, in Isnaini, 2002). Each as a tool in integrated marketing communication can play their respective roles differently, have certain advantages and limitations so that decisions taken in the use of marketing communication methods must be by the role and importance of each form of marketing communication that is used, and coordination between one another. Advertising (advertising) is a form of non-personal communication about an organization or company, products, services, and ideas that have been paid by a particular sponsor. Considered non-personal because it is disseminated through mass media on a large scale and at the same time, and it is less possible to respond directly to consumers. An advertisement is not only useful as far as informing a company's product or service, but also plays a role in reminding, differentiating, and influencing customers or prospective consumers of a company's products or services (Fill, 1999). Through advertising, companies can try to show excellence or things that distinguish it from other companies' products or services, while building consumer trust so that they are willing to use the products or services that the company offers. The disadvantage of advertising is the effect of selling this form of marketing communication which is classified as difficult to measure. We cannot say with certainty that with a lot of advertising, the level of sales will be even higher, given the other factors involved in marketing, namely product development, prices offered and distribution channels used. Also, the ad itself has low credibility of the audience where it seems less trusting the message conveyed in the advertisement than the message through other forms of marketing communication.

But on the other hand, advertising has a superior characteristic that has flexibility in delivering messages to the national community or a certain segment that is desired. Thus advertisers can easily communicate their products to the general public even at high costs. In addition, for companies that provide products or services for mass consumer markets and companies that have products or services that tend to be difficult to distinguish between functional attributes such as shampoo, soap, mineral water, candy, and soda, advertising is a form of marketing communication which is important and supports communication efforts made by these companies. This is because advertising is useful in shaping the image of a brand.

Direct marketing is a way of promotion that uses media that can directly connect marketers with consumers, such as direct mail, catalogs, telephones, so that the response from consumers can be immediately accepted. This type of media is referred to as direct response media. "Peter Bennet defines Direct Marketing as: the total of activities by which the seller, in effecting the exchange of goods and services with the buyer, direct efforts to target audiences using one or more media" (Belch & Belch, 2004) This allows the occurrence of two-way communication, directly, and personally to the target market so that it can lead to responses and even transactions in a short time. Therefore, direct marketing is often seen as a marketing communication activity that makes it easier for consumers to relate to communicating directly with marketers.

Direct marketing involves a variety of activities that are not limited to direct mail and mail order catalog shipments, but also use databases, direct selling, telemarketing, and direct response ads through direct mail, internet, and various broadcast and print media. Direct response ads here are advertisements in various types of media that include addresses or telephone direct marketers or companies that can be contacted for immediate response. Direct marketing activities are activities that must be measured and very often use media such as telephone numbers, faxes, postal addresses, e-mails, or websites that are intended to create and support mutually beneficial relationships between the two parties. The development of technology or media is utilized in supporting efforts to create effective marketing communication to consumers or direct response from consumers. The principle used in this form of marketing communication is the market principle segmentation dan targeting beyond other forms of marketing communication.

To carry out this principle, a database that contains a list of consumers is used which is potentially a market for a company, including the use of certain information about the consumer or the target market of the company, so that the marketing communication provided can be effective and efficient. The use of this database can be said to be a characteristic in the use of direct marketing. Online marketing is a way of promotion that uses communication media in cyberspace, namely the internet. With these media, marketers can directly connect with consumers while serving purchases. In contrast to direct marketing, online marketing is a marketing communication tool by utilizing interactive media that enables the exchange of information, where each user can participate and modify the form and content of information they receive (Belch & Belch, 2004). Through online marketing, companies can create awareness, provide information, and influence the market. Also, in some cases, this form of marketing communication is also a marketing communication tool that gives rise to direct response, because it allows internet users to buy and also sell through e-commerce.

Sales promotion is a way of promotion that emphasizes more on sales activities to the target, both consumers and distributors to create direct sales and increase sales. This form of marketing communication uses incentives as sales forces that are expected to be able to persuade distributors or consumers to make purchases so that sales occur as soon as possible. The incentives here can be discounts, product samples, coupons, sweepstakes and so on. Belch and Belch (2004) mention several characteristics of sales promotion, namely 1) in this activity there are uses of incentives; 2) sales promotion is considered as an acceleration tool, a marketing communication tool that is used to accelerate and maximize sales; and 3) sales promotion is aimed at certain target markets. Public relations is a way of promotion that relates to the public's view of a product and creates or manages public acceptance so that the public can accept the product (Fill, 1999). Therefore it can be said that public relations activities are related to management activities to form attitudes and opinions that are made or adjusted to organizational or corporate stakeholders. Public relations seeks to develop a good public interest and understanding of the company so that it is also expected to be able to support the marketing communication of the company's products or services.

Public relations is a management function, where there is an evaluation of public behavior, policies, and procedures of individuals or organizations with public interests, and produce a program in the hope of gaining acceptance from the public. There are two forms of public relations (PR), namely corporate public relations (CPR) and marketing public relations (MPR). CPR is a public relations activity that is primarily responsible for identifying guidelines that are displayed or representing the interests of organizational stakeholders that are part of the planned communication program. CPR activities are aimed at achieving a certain measure of the level of knowledge of an organization, and attention must be focused on the interests, goodwill, and attitudes that are built on the organization. MPR activities are a form of support for products and are part of the communication mix plan that supports the marketing of company products or services (Fill, 1999).

Regarding the responsibility of public relations in marketing communications of a company, MPR activities which include the provision of information and education have an important role to play in trying to gain understanding, build trust, give consumers the reason to buy, and obtain consumer acceptance of the company's products or services. So that all kinds of public relations activities in the MPR are aimed at supporting the company's marketing communication efforts. One technique used is publicity. Through publicity, it is expected to be able to influence public opinion to accept an organization or company and the products or services it offers, because publicity is related to the creation of a good image for the company or the products/services they offer. Personal selling is a way of face-to-face promotion that allows consumers to interact with marketers directly to create sales. Through personal selling, sellers try to influence the target market to make purchases on the products or services offered by the company. Here there is a dyadic communication that allows communication to be more personal than other forms of marketing communication, so it needs flexibility in delivering messages through a product demonstration or demonstration or through an invitation in the form of an invitation to try the services offered. The marketing communication media that can be used come from print media, such as newspapers and catalogs, and electronics, such as television and radio.

Along with the development of communication technology, marketing communication media is also developing. Marketing communication media that can be identified are broadcast, print/print, outdoor, new media, in-store, and other media. For example, the media that is becoming popular with marketers today to conduct marketing communication activities is cellular phones with SMS service features. Cellular phones allow close communication between marketers and consumers so that they can be a good medium for direct marketing activities.

**2.2 Customer**

Customers or subscriptions refer to individuals or households, companies that buy goods or services produced in the economy. Specifically, this word is often interpreted as someone accustomed to buying goods at a particular store. In various approaches, depending on the nature of industry or culture, customers can be referred to as clients, customers, patients. The meaning is a third party outside the company's system which for some reason, buys company goods or services. Especially for customers, this term is used to represent parties who use bank services, both for their own needs and as intermediaries for the needs of other parties.

Relationships with customers do not end just after the goods or services are sent to the customer, instead, it will just start. A good after-sales team can develop or destroy the company's vision when providing the best experience for customers. It's important enough to make your customers satisfied and that they know companies don't take their clients for granted. Most companies have a focal point for after-sales matters but technology now allows for long-distance communication, customer service is now created to provide convenience to customers. So the customer is very important for the survival of a company and business.

**2.3 Marketing Communication Challenges**

The biggest challenge of marketing communication today is all digital, the role of digital is very influential in life, but all companies inevitably have to keep up with the ongoing developments. Innovations issued by companies are increasingly creative in gaining market share they are aiming for. From having to determine the segmentation, the target and positioning of each company make its challenges for the company.

**2.4 Segmentation Customer**

The strategy is essentially planning (planning) in management to achieve the goal, but to achieve that goal does not function as a road map that only shows direction, but must be able to show how the operational tactics. This strategy must be able to show the direction of how its operations are practically carried out in the sense that the approach can differ at any time depending on the situation and conditions, (Utami, 2001).

According to Kotler (2002), the market segment consists of groups of customers who have the same set of desires. There is no single way to segment markets, marketers must try some different, individual or joint segmentation variables. In hopes of finding the best way to see market structure, further, Kotler, Bowen and Makens stated that segmentation can be done based on variables: (1) Geographic Segmentation (Geographic Segmentation) Geographical segmentation is the segmentation that divides the market into different geographical units - different from countries, autonomous regions, cities, climates or residential areas; (2) Demographic Segmentation segmentation that divides markets into various groups based on variables such as age, sex, family life cycle, income, employment, education, religion, race and nationality Demographic factors are most often used as a basis for segmenting consumer group; (3) Behavioral Segmentation. This segmentation classifies buyers based on knowledge, attitudes, level of use of a product or service, and benefits sought by consumers in buying a product or service; (4) Psychographic Segmentation (Psychographic Segmentation) This segmentation divides consumers into different groups based on the characteristics of the lifestyle and the personality of the consumer.

The amount about the definition of CRM is whatever definition depends on the level at which CRM is practiced in the organization or, for that matter, what researchers discuss managers believe about the true level of CRM. There are three different levels: 1 functional, (2) dealing with customers, and (3) throughout the company.

In this article, we focus on the CRM process at the level that customers face. This perspective includes the building of one customer display in all channels of contact and the distribution of customer intelligence for all functions faced by customers. This view emphasizes the importance of coordinating information across time to systematically manage all customer relations. For example, visitors to a tenant at the mall have various channels and various types of interactions (eg transactions, information requests, complaints), which can change over time. The CRM process at the level faced by the customer will capture this interaction and, based on the intelligence produced, will produce well-coordinated and well-defined actions through various functional actions (Reinartz, W., Krafft, M., & Hoyer, W. D., 2004).

1. **RESEARCH METHOD**

This research belongs to the category of case study research because it is based on the phenomenon carried out by PT X in Jakarta. In general, case studies are studies that discuss contemporary phenomena (present in real-life contexts). To analyze the problems at PT X, data collection was conducted through in-depth interviews. In-depth interviews are the process of obtaining information for research by way of question and answer while face-to-face between interviewers and informants or interviewees.

The research informants were determined purposively, namely marketing manager and customer service relationship at PT X. The research data were analyzed systematically and deeply, then compared with the results obtained in previous years before using the privilege card issued by PT X.

**4. RESULT**

PT X is a shopping center located in the expatriate area with a building area of ​​79,000 square meters which was established in 2013. PT X is upscale retail consisting of the 6th floor with a total net leasable area of ​​56,000 square meters, this mall is part of a complex mixed-use in near place consisting of luxury apartment towers, educational institutions, and five-star hotels.

PT X has a grade A demographic which is in the elite residential expatriate area. The area where young executives gather, PT X becomes a shopping center and hang out that is in demand by visitors with spending power that deserves to be taken into account. According to PT X, the number of visitors on weekends is 50 thousand / day, while during weekdays the number of mall visitors is 35 thousand / day. PT X also has around 189 tenants in addition to 22 outdoor tenants, so there are no less like other malls in general.

To determine the steps taken in forming the Customer Retention Marketing Strategy, first analyze the condition of the competitors. Analyzing competitors is one effort so that a company can see the advantages and disadvantages in terms of products. Also, the company is required to fulfill and exceed customer expectations, not only in terms of better product quality but also with quality services that can impress customers.

Competition in the business world is getting tougher, wherewith the increase in shopping areas, PT X cannot be underestimated especially the main competitors who have strategic closeness through the loyalty card program. The type of loyalty program varies, not only digital products that support the continuity of loyalty itself, one of which was issued by PT X is still categorized as conventional, but it is powerful enough in terms of retaining customers.

The program issued by PT X products and services by offering attractive additional incentives: (1) PT X VIP card Privilege Card, which is a card made by PT X, by shopping at least 500 thousand customers can immediately become a member at PT X, In addition to the VIP card membership card, it provides shopping vouchers such as Dine-In Voucher, that is, if the customer buys the voucher for 100 thousand rupiahs, the customer immediately receives 150 thousand in the form of a voucher and can be directly used by tenants. After getting a voucher, customers can redeem collected reward points, to add customer points just by shopping for anything by drinking 100 thousand purchases and immediately get 1 point, if the customer has collected 50 points, the customer has the right to get a rupiah voucher or merchandise ; (2) PT X VVIP card Privilege Card, which is a card made by PT X, by shopping for a minimum of 10 million, customers automatically become members of PT X without having to register with the Customer Service, other than getting vouchers described on the VIP card , PT X pampers customers by creating a special VVIP member lounge. In addition to getting lounge room facilities, customers also get parking space so customers don't have to queue to get car parking, they don't run out there VVIP customers also get VVIP toilets that have been provided by PT X, VVIP customers can also become Special Guest in the event, PT X.

**4.1 Program IDIC**

IDIC (Identification, Differentiation, Interaction, Customization) is an activity to identify who is the customer of a company in building a deep understanding of the customer. Differentiating customers is intended to identify customers who have high value and offer more in the future. Interact with customers to ensure that companies understand customer desires and their relationships with suppliers or other brands. Customize offers and communication to ensure that customer desires are met.

Related to the loyalty program the interview process carried out the following stages: First, identifying the customers. Companies can start by gathering a contact list that contains: name, address, telephone number, e-mail address, and so on. PT X identifies by listing all customers in detail by digging as much information as possible both internally and externally so that the steps to be taken are on target and achieving the desired goals. The purpose of the data collection is to structure the relationship interactions that must be carried out by the company to create a conducive relationship for the company and the customer itself. After carrying out the customer identification process, the second step is to differentiate the customer according to its needs, differentiating customers according to their needs aimed at measuring the extent to which the company's total profits can be obtained if it continues transactions with customers in the future. The ultimate goal of identifying and differentiating customers is knowing the customer's name is valuable and which customers are not loyal to the program issued by PT X, customers who collect are managed on a long-term basis and increase interaction with them. PT X uses a form of interaction with its customers, through programs such as events and social media, besides giving birthday gift vouchers or merchandise from PT X, so customers feel they are considered special.

After doing a series of steps above, it is necessary to customize to be able to create unique products and match the needs and desires of individual customers. The highlight of Customer Retention Marketing is providing different services to customers individually. The ability to be able to create unique services and match the needs and desires of individual customers. This can be done by a company by listening and getting to know the needs of its customers. Chaudhry (2007) states that to develop customer loyalty to continue shopping at a company, the importance of after-sales service makes a company able to provide satisfaction to the customer itself. Thus it can be emphasized that for a company it is important to pay attention to the factors that can cause customer loyalty so that it stays in the middle of the spread of companies that are competitors at all times.

**5. CONCLUSION**

To build client retention, a proper strategy is needed in communicating the program. Privileged card programs have an important existence in maintaining loyalty because with a loyalty card program the customer feels privileged by the company. To build customer retention or loyalty, the main thing that must be done by a company, one of which is using the IDIC program. The program helps identify customers, builds interaction with cardholders issued by the company without eliminating the customization process or innovation programs needed by the customer in providing maximum service, so that the sustainability of the company can be maintained well over time.

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