

Implementation of Customer Relationship Management, Service Quality, and Its Influence on Community Satisfaction through Grievance Handling Facilities in East Java Customs Area

Ayun Maduwinarti¹, Muhammad Taali², Triana Prihatinta³

¹Universitas 17 Agustus 1945 Surabaya, Indonesia

^{2,3}Politeknik Negeri Madiun, Indonesia

*Corresponding Author: ayunmaduwinarti@untag-sby.ac.id

Abstract- Advances in digital technology and various regulatory changes have triggered a spike in trade in imported products domestically which are sold cheaply, and in the last two years it has increased rapidly. This had an impact on the buildup in the inspection process at the Customs office, so that there were several products that experienced delays in delivery and became a problem for consumers and traders who resold these imported products domestically. This study aims to examine the work performance of the East Java customs office in handling consumer complaints, by applying the customer relationship management approach and service quality standards as stipulated in PAN-RB Ministerial Decree No. 14 of 2017 concerning community satisfaction with the performance of government officials in public services. This study took purposive sampling of consumers in East Java with the aim of testing the consumer relations management approach, and the quality of customs services moderated by complaint handling on customer satisfaction. The results of multiple regression analysis prove that customer relationship management (CRM) and quality of customs services together have a direct effect on customer satisfaction; customer relationship management, and the quality of customs services together influence customer satisfaction which is moderated by complaint handling; and partially the application of CRM and quality of service through handling complaints has an effect on community satisfaction. This is also evidenced by the value of the customer satisfaction index which shows that consumers are satisfied with the services of the customs office in East Java.

Keywords- *customer relationship management, service quality, complaint handling, customer satisfaction*

I. INTRODUCTION

Public service delivery is carried out by government officials in various service sectors. Through Law Number 25 of 2009 concerning Public Services and Government Regulation Number 96 of 2012 concerning Implementation of the Law, mandate all government institutions, both at the central and regional levels, to conduct a survey of community satisfaction as a measure of the success of service delivery. The two legal products expressly emphasize that public satisfaction is a measure for assessing the quality of public services. So along with technological advances and community demands in terms of service, public service delivery units are required to meet community expectations in providing services. Public services carried out by government officials are currently felt to have not met the expectations of society conveyed through the mass media and social networks. Of course, if these complaints are not handled, they will have a negative impact on the government. Furthermore, it can lead to distrust from the public. Therefore, public services must receive serious attention and handling by all apparatus, because it is a duty and function attached to each ministry/institution apparatus, especially those whose incidentally is the front line of public service agencies. The level of quality of public service performance has a broad impact on various lives, especially to achieve the level of social welfare as well as a reference for ministries/agencies to evaluate the implementation of public services as well as a tool to improve the performance of public services, with that efforts to improve public services (public service) must be carried out continuously and continuously.

Likewise public services carried out by the Customs office in East Java. According to the regulation of the Law of the Republic of Indonesia Number 17 of 2006 concerning Customs, Customs means everything related to monitoring the movement of goods into or out of the customs area and the collection of import and export duties. Therefore, the Law of the Republic of Indonesia Number 7 of 2014 concerning Trade was made. On the one hand, the presence of illegal imported and local products is also considered unfair for companies that comply with government regulations (Ahmadi & Rahman, 2020). If illegal products are increasingly widespread, it can also hit local industries and the millions of workers who work in them, such as the fabric production of Chinese companies in Pekalongan, or product manufacturing companies in several areas that sell their products very cheaply, so that local products or home-based businesses are almost sold out. most went out of business. According to Samudra and Purwanto (2020), there are many predatory pricing practices or strategies to undermine market prices. There are unfair practices in the business world that disadvantage local entrepreneurs, especially MSME products.

Adhitama and Suranta (2018), argue that trading becomes an activity that is prohibited if the goods being traded are not legally obtained (illegal) goods. In daily practice, many traders already know that the goods they are selling are illegal, but they are still selling them for profit. If the goods that are used as objects in a trade are goods resulting from a crime, then the legitimacy of the trade will certainly be questioned. Not only the legitimacy of the goods being traded, but also the actors involved can of course be subject to sanctions for these actions.

Kristinah, et., al (2021), explains that a monitoring system has been built through customs notifications accompanied by valid documents from relevant government agencies. Restiti, et., al (2021), explains that the application of customs control procedures is to prevent acts of smuggling and illegal (illegal) trading that can harm society and the country. Regarding the supervision and investigation of the circulation of excisable goods in several Customs areas, it also has the effect of disrupting the delivery of products that are in the process of supervision (Ainun and Guntur, 2020). These conditions often have an impact on consumers switching to other brands of products because they are not satisfied with the product sales service (Samudra & Purwanto, 2020). Cancellation of purchases, and consumers switching to other products which ultimately becomes a special concern for traders or companies, especially if the process of switching consumers to other products is not because of quality and price, but because they feel disappointed due to news that the product they are consuming is in the process of being inspected by Customs. .

Referring to the problems that have been raised, that the flow of trade during the current Pandemic with the support of digital media provides a great opportunity for every entrepreneur to market goods and services, especially supported by the existence of a transportation company for shipping goods that can reach all corners of rural areas. So the opportunity for public spending on various products both domestically and imported products is relatively very large, especially supported by a payment system that can be made online or payment when goods arrive (cash on delivery). So this condition allows the circulation of various illegal products or products that are marketed with quality that is not in accordance with the rule of law, which threatens health and the environment. The role of customs in carrying out inspections is also under the spotlight of the public when cases of public health occur as a result of consuming products circulating in the market. For this reason, the Customs Office, in accordance with its duties and functions, is supported by relevant agencies to supervise, inspect and process the law if any products being marketed are deemed to have committed a violation. Even this process in the end becomes a problem for consumers as well, dissatisfaction and even distrust of the company or product seller.

Through this description, the researcher considers it necessary to conduct research on the performance of the Customs Office by examining work processes from the point of view of the consumer community and the company's efforts to maintain the existence of its customers. From this description it will be known that the relationship between the treatment of consumers has the impact that is expected by the company, so that the existence of this link can be used as an assessment that the Customs Office has been involved in providing supervision and protection for the consumer community.

II. RESEARCH METHODS

The measurement process is a central part of quantitative research, because it provides the fundamental link between empirical observations and the mathematical expression of quantitative relationships. The methodological approach used in this research is through the Ex Post Facto method, according to Ghazali (2016), that this method is a method that is often used for research that is examining the relationship between cause and effect that can be manipulated by researchers, or the existence of a cause and effect relationship based on on theoretical studies, if a certain variable can cause other certain variables.

In this study, customer relationship management is measured using the indicators Budiyanto and Surya (2019); Randy (2020); and Rompas, Mananeke, and Worang, (2020). The handling of complaints or complaints in this study refers to indicators from the research of Santoso, Arifin, and Rahman (2020). The measurement of service quality uses the concept of Zeithalm and Parasuraman (2009), often abbreviated as the RATER dimension, with indicators adapted from Boonlertvanich's research (2019); Priyanath and Anjalika (2018); and Marlina and Bimo (2018), and community satisfaction variables are measured using the policies set out in the Community Satisfaction Survey in Permen PAN & RB No. 14 of 2017 concerning Guidelines for Compiling Public Satisfaction Surveys for Public Service Provider Units, including the Customs Office.

The population of this study is consumers (individuals, traders/resellers, and distributors) who are buying both imported products who know that the product they are buying has Customs problems, so consumers have to go to the Customs office and resolve obstacles that hinder the delivery of the purchased product. During the period from January to March 2023, a sample of 124 consumers who visited the Customs office in Surabaya was obtained. Then considering the number of members of the population whose distribution is not clearly recorded, the sampling in this study used non-probability sampling through the quota incidental sampling technique, namely taking some members of the population who were found and willing to be sampling from one homogeneous group in an amount that is considered quite representative as research subject (Suryabrata, 2018).

The data collection technique in this study used a questionnaire, namely a number of written questions that were used to obtain information from the subject in terms of reports about his personality or things he knew (Suryabrata, 2018) and were designed into 2 parts, namely: Open questionnaire, containing a number of questions regarding the identity of the subject compiled based on the need for complementary data, which includes age, gender, education and occupation, and the total cost of each online shopping; and a closed questionnaire, using a Likert scale, in the form of an instrument statement with 4 alternative answer choices. This closed questionnaire is used to measure the high and low of the independent variable and the dependent variable, as well as the parameters used to determine whether or not there is a correlation between the two variables.

III. RESULT AND DISCUSSION

Result

The results of this study can describe the profile of the Customs Agency, which in any country is an organization under the auspices of the government whose existence is very essential for a country, as well as the Directorate General of Customs and Excise (Indonesian Customs Agency) is an agency that has a significant role it is important for the state in carrying out its duties and functions to: a) protect the public from entry of dangerous goods; b) protecting certain domestic industries from unfair competition with similar industries from abroad; c) eradicate smuggling; d) carrying out entrusted duties from other agencies having an interest in the traffic of goods that cross national boundaries; and e) Collecting import duties and taxes in the context of imports to the maximum for the benefit of state financial revenues. Government policy with the passing of Law No. 10/1995 concerning Customs which took effect on April 1, 1997, which has been revised by Law no. 17/2006 concerning amendments to the Customs Law, is clearly an anticipatory step that touches on strategic, substantive and essential dimensions in the field of trade, and is expected to be able to face challenges in the free trade era that is at hand.

From a verified questionnaire with attendance data, as well as consumer identity data who visited the Customs office in Surabaya to resolve administrative issues on imported products ordered, it is known as follows.

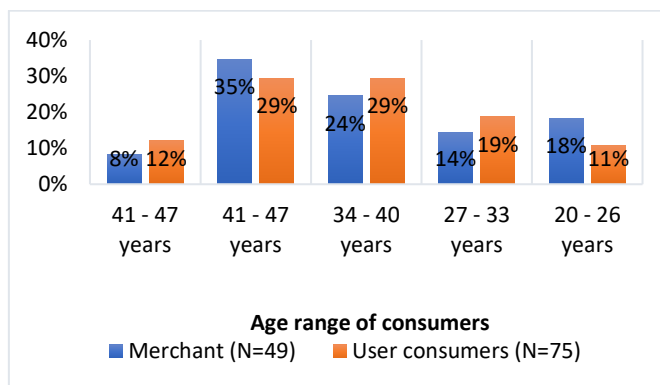


Figure 1. Characteristics of Respondents

(Source: Public Relations of Customs January-March 2023)

The graph in figure 1 shows that most of the subjects are from the age group of 46-55 years, and from that age group 35% of the subjects are merchants. On the contrary, in the subject group aged 36-45 years, 29% of the subjects were consumer users and 24% were merchant subjects. From the graph it can be seen that the relatively large number of subject users used as a sample for this study was from the age group, although in the 16-25 year age group the number of merchant subjects was greater.

Then it can be seen the description of the types of products imported from abroad or imported in terms of the character of the buyer as follows.

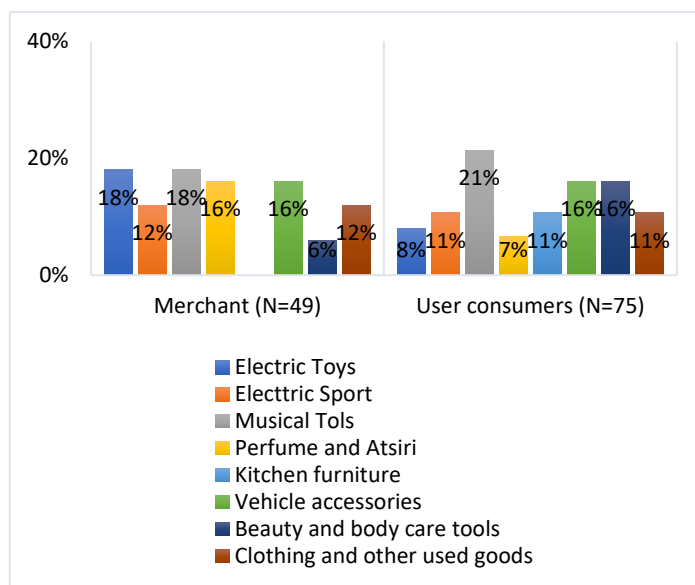


Figure 2. Types of products that are constrained by administration at Customs (Source: 2023 Research Questionnaire)

In the graph above, it can be seen that most of the Merchant group subjects, 18%, imported electric toys, and 18% musical tools, then perfume, vehicle accessories. In the user consumer group, it shows that 21% bring in musical tools for personal use, and 16% buy vehicle accessory products and 16% bring in types of health and beauty equipment.

In general services, there are two measurement models based on the type of service provider, namely measurement of customer satisfaction (private) and measurement of public (public) satisfaction. In private organizations, measurement of customer satisfaction is usually done by conducting market research or marketing research, while in public organizations it is usually in the form of a community satisfaction survey (SKM) whose results are displayed in the form of a Community Satisfaction Index (IKM). Satisfaction survey based on Permenpan-RB No. 16/2014 can be carried out using various survey methods/techniques. This is what distinguishes it from the previous Permenpan-RB number: KEP/25/M.PAN/2/2004 concerning General Guidelines for the Preparation of IKM Service Units for Government Agencies.

Table 1. Analysis of Consumer Community Satisfaction Index

Service performance	Administrative procedures	Officer Competency	Cost Clarity	Responsibility	Service effectiveness
Score	1448	1396	1392	1437	1438
Means	3,62	3,49	3,48	3,59	3,60
SD	0,97	1,07	1,07	1,04	1,04
Weighted Score	0,72	0,70	0,70	0,72	0,72
Index of each Indicator	18,10	17,45	17,40	17,96	17,98
MPI	88,89 (Customer Satisfaction Index)				

The MPI (Measurement Performance Indicator) value of 88.89 shows that people get the impression of being satisfied with the services provided by the Customs office in East Java. The highest average score is in the time effectiveness aspect of service delivery, which is processed relatively quickly. Then the average value of the attitude of responsibility of the customs officer who is considered to be classified as showing good responsibility with the receipt of goods that are in the process of administrative settlement is maintained, and in an amount that is not reduced. In addition, it is also known that the public as product buyers and as sellers of imported products on a small scale gets a good impression and is satisfied with the competence of Customs service officers, with clear and practical administrative requirements regarding the purchase of imported products with regard to taxes, and product safety, which in In this regard, several products were examined by competent officers involving the Department of Health and the Food and Drug Supervisory Agency.

Referring to the data collected through research questionnaires, then tested the validity and reliability of measuring instruments with the following results.

Table 2. Summary of Validity Test Results

Variables	Indicator	Validity Coefficient
Customer relationship management (CRM)	8 Item	0,417 - 0,559
Quality of service (SQ)	6 Item	0,417 - 0,505
Complaint handling (CH)	10 Item	0,397 - 0,592
Customer Satisfaction (CS)	10 Item	0,517 - 0,687

The validity coefficient value on the customer relationship management scale is between 0.417 and 0.559, of the 8 items tested, all of which have a value of more than 0.250, so that all items used in measuring customer relationship management are all valid. The coefficient value of the validity of the service quality variable is between 0.417 and 0.505 with the number of items tested being 6 statements, all of which have a value of more than 0.25 so that all statements used in this study are valid. In the complaint handling variable, a validity coefficient value was obtained between 0.397 and 0.592, all of the 10 items tested had a value of more than 0.350 so that all statements used in this study were classified as valid. In the customer satisfaction variable, the validity coefficient value was obtained between 0.517 to 0.687 and from 1 item used all of them had a value of more than 0.250 so that all statement items used were classified as valid.

Testing the reliability of the measuring instrument used Cronbach's Alpha formula, with the results summarized in the following table.

Table 3. Summary of Reliability Test Results

Research Scale	Alpha Crobnach's	Information
Customer relationship management (CRM)	0,757	Reliable
Quality of service (SQ)	0,724	Reliable
Complaint handling (CH)	0,791	Reliable
Customer Community Satisfaction (CCS)	0,881	Reliable

In statistical analysis in research, the reliability test serves to determine the level of consistency of a questionnaire used by researchers, so that the questionnaire can be relied upon to measure research variables. According to Sugiyono (2019); and Ghazali (2016) that the reliability of a measuring instrument can be determined by comparing it with a median value of more than 0.70 for social sciences. The data in Table 2 above shows that all measuring instruments used in this study have an alpha value of more than 0.70 so that all measuring instruments used in this study are classified as reliable.

The regression equation is used as an estimator of the linearity of relationships that have an impact or variable that can be used as a predictor of the observed phenomenon (Ghazali, 2016; Sugoyono, 2019), which in this study is community satisfaction as a customer (Y), as follows.

$$\text{Consumer community satisfaction} = 0.239 + 0.441 + 0.075 + e$$

This equation can be explained as follows.

1. The X1 beta value of 0.239 indicates a negative relationship with customer retention, which means that if consumer relationship management is improved it will have an impact on increasing consumer satisfaction by 23.9%. Vice versa, if consumer relations management experiences a decline, it will reduce consumer satisfaction at the same level or unit.
2. The X2 beta value of 0.441 indicates a positive relationship between service quality and consumer satisfaction, which means that if the Customs Office service quality is improved, it will have an impact on increasing customer satisfaction by 44.1%. And vice versa if the quality of service is reduced then at the same level or unit it will have an impact on decreasing consumer satisfaction.
3. The Z beta value of 0.075 indicates a positive relationship between complaint handlers and customer community satisfaction, which means that if Customs officers improve complaint handling it will have an impact on increasing customer community satisfaction by 7.5%. Vice versa if the handling of complaints by Customs officials will have an impact on reducing customer community satisfaction at the same level or unit.

Analysis of simultaneous or joint hypothesis testing to prove the influence of customer relationship management, marketing relations, and complaint handling on customer retention directly and its effect on customer retention through customer satisfaction is as follows.

Tabel 4. Summary of Simultaneous Hypothesis Testing

Concurrent Effects of Variables	R	R ²	F	Sig.
Direct influence	0,331	0,109	4,914	0,003
The effect of complaint handling interventions	0,359	0,129	4,402	0,002

The hypothesis testing table shows that together customer relationship management, marketing relations, and complaint handling obtain an F value of 4.914 with a significance value of 0.003 ($p < 0.01$) which means that together customer relationship management, service quality customs clearance, and complaint handling have a very significant effect on consumer satisfaction. The value of the coefficient of determination shows that directly the variables of customer relationship management, quality of customs services, and complaint handling are able to make an effective contribution of 10.9 to the satisfaction of the public buying imported products which are still in the Customs inspection process. The F value is 4.402 with a significance value of 0.002 ($p < 0.01$) indicating that together customer relationship management and quality of customs services, through complaint handling, have a very significant effect on consumer satisfaction, even though the product being marketed has experienced delivery delays. The value of the coefficient of determination shows that the variables of customer relationship management and quality of customs services through complaint handling are able to make an effective contribution of 10.9 to the satisfaction of customers who experience delays in delivery.

Partial hypothesis testing on customer relationship management (CRM) variables, Customs Office service quality, and complaint handling variables on customer community satisfaction through complaint handling is known as follows.

Tabel 5. Summary of Partial Hypothesis Testing

Partial influence between variables	r partial	t value	Sig.
Relationship management through complaint handling	0,263	2,692	0,049
Service quality through complaint handling	0,314	3,613	0,000
Complaint handler	0,188	2,090	0,039

The t value is 2.692 with a significance value of 0.049 ($p < 0.05$) indicating that there is an influence of customer relationship management on consumer satisfaction in moderation of complaint handling services by the Customs office for purchasing imported products in the East Java Customs area. The t value is 3.3613 with a significance value of 0.000 ($p < 0.05$) indicating that there is an effect of the quality of Customs office services on consumer satisfaction through handling consumer complaints in the East Java Customs area. The partial r value of 0.314 explains the closeness of customer relationship management to customer retention through customer satisfaction of 31.4% which is relatively low. The t value is 2.090 with a significance value of 0.039 ($p < 0.05$) indicating that there is an effect of handling complaints on consumer satisfaction in the East Java Customs area. The partial r value of 0.188 explains the closeness of customer relationship management to consumer community satisfaction of 11.8% or low.

The results of hypothesis testing as shown in Table 3 and Table 4 above can be summarized and explained as follows.

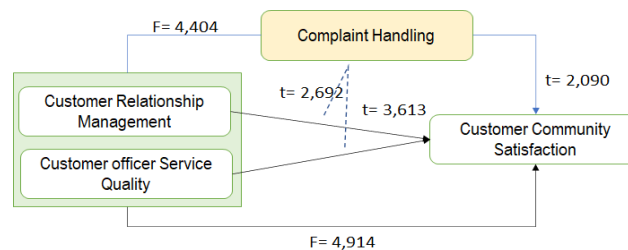


Figure 3. Schematic hypothesis of the relationship between research variables

Source: Data analysis processed in the SPSS 20 program

The scheme which describes the results of testing the hypothesis (Table 5) explains at the same time as the research findings tested in the hypothesis, that together customer relationship management, quality of customs services, and handling of complaints affect the satisfaction of consumers who buy imported products and are constrained by inspection and tax administration requirements at the customs office. This can prove that the hypothesis which states customer relationship management, the quality of customs services through handling complaints has an effect on customer satisfaction for products that experience delays in delivery. This scheme also proves the test hypothesis which states that the influence of customer relationship management through handling complaints has an effect on consumer satisfaction in the East Java Customs area. Hypothesis testing also proves that service quality has an effect on consumer satisfaction of imported products in the East Java Customs area; and the handling of complaints has proven to have an effect on consumer satisfaction of imported products in the East Java Customs and Excise area.

Discussion

It is proven that the results of testing all the research hypotheses support several previous studies, as stated by Syarif and Handini (2020), that customer relationship management (CRM) and service quality (SQ) have a significant positive effect on customer satisfaction (CS) in the region. East Java Customs office. This study did not include the complaint handling variable as a predictor variable, and the sampling population in this study was heterogeneous because it took two respondent characteristics, namely traders and consumer users. In addition, in this study, the sample had a variety of occupational and educational backgrounds and ages. Likewise several previous studies, which positioned several variables such as complaint handling and customer relationship management (CRM) as factors that have a direct impact on customer satisfaction, such as Lompoliuw, Pio, and Runtuwene (2019), which suggested that marketers' ability to deal with complaints customers, responding to criticism with good empathy as a form of relational management can keep customers from switching to competing products because they are satisfied with the marketing services provided.

Heriyadi and Lay's research (2018); and Istiatin and Marwati (2020), Morgeson, et al., (2020), provides the same picture that marketing relationship management and the ability to provide customer complaint services have a positive impact on consumer satisfaction. It can be said that customer relationship management (CRM) directly, and the quality of service implemented in the process of inspecting imported products at the Customs office which retains products because they have not met import administration requirements and tax customs issues have not been resolved have an impact on customer emotional problems. This means that customers or consumer society can feel disadvantaged if the goods purchased have a time limit for use, or consumers feel they really need it. The proof of the hypothesis testing analysis is also supported by the coefficient of determination of 0.129 that simultaneously customer relationship management (CRM) and service quality (QS) moderated by the variable handling complaints have a positive and significant effect on community satisfaction with a contribution of 12.9%, which gives an overview of the role of officers in the East Java customs office which is classified as being well implemented.

The magnitude of the contribution of customer relationship management (CRM), and the quality of service through customer complaints that simultaneously affect the level of community satisfaction is relatively small, but still has an impact on the socio-emotional aspects of people who buy imported products. This is in accordance with several previous studies put forward by Setyaleksana, Suharyono, and Yulianto (2017); and Syarif and Handini (2020), who test and prove that there is an influence on relationship management management and marketing relations which are intervened by complaint handling and have an effect on customer satisfaction. The proof of this hypothesis is also in accordance with the research of Santoso, Arifin, and Rahman (2020);

Werdaningrum, and Ardiyanto (2020) who concluded that customer management relationships have an influence on customer satisfaction. This also illustrates that complaint handling performance supported by CRM and service quality can be carried out optimally, and Customs officers can carry out their roles and functions properly and appropriately. Research put forward by Manoj, and Sahadev (2011), states that service quality has a significant influence on customer satisfaction. The results of the research put forward by Nguyen, et., al (2020) explain that service to customers is an important factor in efforts to expedite sales and purchases. It can be said that good service to all customers will have a major impact on the socio-emotional community, moreover the constraints on the buying and selling transaction process as a result of the customs administration system and problems with the amount of tax value. Likewise, research reported by Boonlertvanich (2019) concluded that service quality and customer satisfaction are very closely related. Service quality provides an impetus to consumers to establish strong bonds with the bank. Such a long-term bond allows the company to thoroughly understand customer expectations and their needs.

According to Tjiptono (2011) service is an activity of providing services from one party to another. The best service is called excellent service. If the service received or suggested is as expected, the quality of service is perceived as good, it will satisfy the customer. Annan, Haidoura, and Shatilla (2020), also stated that customer satisfaction is still a very relevant concept. The simple logic of business people is that if consumers are satisfied, something better will definitely happen for their business in the future. Likewise in the implications of the work of officers at the East Java Customs office.

The research report by Adhitama and Suranta (2018), explained that the object of supervision carried out by the Directorate General of Customs and Excise (DJBC), DGCE also has responsibility for state losses resulting from the circulation of illegal goods. Likewise, Kristinah's research report, et.,al (2021;4), states that the DGCE must directly supervise the circulation of goods that are classified as illegal according to their existing duties, namely monitoring, evaluating and reporting in the areas of supervision, law enforcement .

Goods that are said to be illegal goods vary, one example is goods obtained from the proceeds of a crime. Such as stolen goods, counterfeit goods, smuggled goods, and so on. In the practice of daily life, in fact, there are still many trades that buy and sell these goods. Goods resulting from criminal acts that are traded will then reap problems, because it is clear that they are contrary to the applicable law (Adhitama and Suranta, 2018). One of the crimes related to goods is the crime of smuggling. Smuggling is a crime regulated in Law Number 17 of 2006 concerning Amendments to Law Number 10 of 1995 concerning Customs. Violation of the provisions of Law Number 17 of 2006 concerning Customs is qualified as a criminal act of smuggling.

Kristinah, et., al (2021), explains that a monitoring system has been built through customs notifications accompanied by valid documents from relevant government agencies. Restiti, et., al (2021), explains that the application of customs control procedures is to prevent acts of smuggling and illegal (illegal) trading that can harm society and the country. Regarding the supervision and investigation of the circulation of excisable goods in several Customs areas, it also has the effect of disrupting the delivery of products that are in the process of supervision (Ainun and Guntur, 2020). These conditions often have an impact on consumers switching to other brands of products because they are not satisfied with the product sales service (Samudra and Purwanto, 2020).

Drucker (Santoso, Arifin, & Rahman, 2020), provided an explanation that the company's goal is to create customer satisfaction, whether it is a service or manufacturing company. Companies must be able to provide the best possible customer service in order to be able to retain their customers. In the previous era, maybe only service companies such as banking, insurance, hospitals, or airlines focused on serving customers (Mea & Laga, 2020), but in its development, most companies are also very focused on serving customers through complaint services and increasing customer satisfaction (Budiyanto & Surya, 2019). Dissatisfied or disappointed customers are more often caused by the company's indifference to listening to complaints or complaints, as well as drastic and unethical price increases. According to research reports by Annan, Haidoura, and Shatilla (2020) and too Heriyadi and Lay (2018), that when customers are already disappointed and release it to the public, customer dissatisfaction or complaints due to company errors that do not get a good response, then have an impact on the company. which must be ready to be abandoned by consumers and threatened to lose a lot of income. This can be said, when a buyer or customer who is late in obtaining delivery of goods from a marketer whose product is ordered late and is in the process of Customs inspection must be ready to provide complaint handling services, as well as buyers who feel hindered Customs due to the fact that the products sent do not meet the requirements must provide good complaint handling services if you do not want customers to feel disappointed.

Jafar (Saputra & Latifah, 2020), stated that the Customs area is a special area (restricted area) where only relevant agencies may be in this area, namely Customs and Excise, Immigration and Quarantine or known internationally as Customs Immigration and Quarantine (CIQ). Customs and Excise is related to monitoring the

traffic of unloaded and loaded goods. Immigration is related to controlling people (humans), while Quarantine is related to monitoring the health and safety of certain goods. In the customs area, processing activities for imported goods are not permitted. According to its main function, this area is only used as a place for goods traffic, including for temporary storage while waiting for the process of removing or loading goods. Apart from hoarding goods, other activities that may be carried out in this area are physical inspection of goods, both to be imported and to be exported.

Customs obligations are all activities in the field of customs that must be carried out to fulfill the provisions that have been set for imported and exported goods. There are two activities in fulfilling these customs obligations, namely submitting customs notifications and paying off import and export levies. (Law No. 17 of 2006 & Law No. 10 of 1995 Concerning Customs). Jafar, in Saputra and Latifah (2020), explained that Customs obligations are matters that must be fulfilled by those relating to imported or exported goods. Customs obligations include submission of customs notifications and payment of import or export levies. Goods to be imported can be granted an import permit by the customs and excise official (import is used) after the customs obligations have been settled. Likewise, export goods may be permitted to be exported by customs and excise officials after submitting a customs notification and (if subject to export duties) the export duties have been paid.

IV. CONCLUSION

Based on the explanation that has been put forward, as well as the results of the analysis of hypothesis testing and discussion, it can be concluded that customer relationship management and the service quality of the East Java Customs office together have a direct effect on the satisfaction of the consumer community buying imported products. The results of this study also found that customer relationship management and the service quality of the Customs office which was moderated by the officer's ability to handle complaints simultaneously had an effect on the satisfaction of the customer community in the Customs area of East Java. The results of the analysis of the customer satisfaction index show that people buying imported products who complete their obligations at the customs office assess the performance of the customs officers as good and the people are satisfied with the services provided.

As the results of the research that have been reported, it can be seen that the simultaneous impact of customer relationship management, service quality directly or through complaint handling has an influence on customer satisfaction, so it is suggested that the Customs Office for the East Java region should increase efforts to monitor and control products in market through the delivery of goods and publicizing the types of products that do not meet the Customs requirements as a process of awareness of the consumer community. It is also recommended that in providing explanations to customers about products that are still constrained by customs, the company and marketers should first ensure that the products to be sent meet the Customs administration requirements. For this reason, it is suggested that future researchers can retest by taking specific product samples or customers of certain goods or services.

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