

This file has been cleaned of potential threats.

If you confirm that the file is coming from a trusted source, you can send the following SHA-256 hash value to your admin for the original file.

76cdb725b246da0a8453f242fb503ace6647319d32a462639d2a5c43bf85708c

To view the reconstructed contents, please SCROLL DOWN to next page.

# FACTORS AFFECTING CUSTOMER RELATIONSHIP MANAGEMENT TO INCREASE THE EFFICIENCY OF COMMUNITY ENTERPRISES

Wareeya Khlungsaeng<sup>1</sup>, Yenjit Kongpa<sup>2</sup>, Ekgnarong Vorasiha<sup>3</sup>, Jiraporn Boonying<sup>4</sup>

*E-Mail: Wareeya.kh@ssru.ac.th<sup>1</sup>, Yenjit.ko@ssru.ac.th<sup>2</sup>, Ekgnarong.vo@ssru.ac.th<sup>3</sup>, Jiraporn.bo@ssru.ac.th<sup>4</sup>*

## ABSTRACT

This research aimed to study the factors that affect customer relationship management. The sample used in this study was 400 tourists. Tools used to collect data is a questionnaire. The statistics used were percentage, mean, and standard deviation. The research results showed that most of the respondents were female, 254 people, representing 63.5 percent. And 146 males, representing 36.5 percent, In terms of age, it was found that most were aged between 20-29 years, 140 people, representing 35.0 percent. Regarding their status, most of them were married, 255 people, representing 63.8 percent. In terms of education, it was found that most of them had a bachelor's degree or equivalent 242 people, representing 60.5 percent. In terms of occupation, it was found that most of them were civil servants / government employees. 125 people, representing 31.3 percent with an average monthly income of more than 25,000 baht, 115 people accounted for 28.8 percent. By considering the factors according to the 4 components, Database. Factors according to the 4 components are 1.Database at a high level ( $\bar{X}=4.06$ ) 2. Electronics at a high level( $\bar{X}= 4.18$ ) 3. Action at the highest level ( $\bar{X}= 4.26$ ) 4. Retention at a high level ( $\bar{X}= 3.94$ )

**Keywords:** customer relationship management, efficiency, community enterprises

## INTRODUCTION

At present, the market environment is intensely competitive. Customers have more power and can change their minds to buy other products or services at any time. That's because customers are increasingly expecting to be offered a personalized product or service. (Personalized or Customize <sup>1</sup>.That's because customers have more expectations that to receive sales of goods or services in a specific way that they want (Personalized or Customize). And what will meet the needs of customers is to create satisfaction for customers in terms of quality and service. It is a key competitive factor that creates a recognized difference.<sup>2</sup> Therefore, businesses need to adjust their work processes in order to respond to customer needs. Must build a good customer relationship (CRM) to build trust. These things will add value sustainably. Creating added value of products and services.<sup>3</sup> Customer Relationship Management (CRM) It is a concept that many businesses have applied to build good relationships with customers. made aware of the needs of customers source of data analysis and presented the results product or service meets the needs of customers. Until being satisfied and impressed as well as being willing to use the service in the future. It creates long-term loyalty and helps build a good image for the business.<sup>4</sup> The main purpose of CRM is building relationships that will retain existing customers. and creating or acquiring new customers by managing customer relationship is one of the strategies.<sup>5</sup> Customer relationship is listening to the voice of customers, both opinions. and suggestion including complaints through various business channels. The business must have a continuous development approach to cause

change and deliver a variety of products or services. To ensure that it can respond to customer needs efficiently and in a timely manner.<sup>6</sup>

Community enterprises are regarded as one of the businesses of the community. There is a sale of goods or services to support tourists who are considered customers as well. But most community enterprises lack skills in systems thinking and associative logic. Lack of understanding of customers. The target audience is unclear. Lack of understanding of data, facts, statistics. Which when doing business will lack data collection. Lack of customer and market analytics which affects community business.<sup>7</sup> Therefore, the community enterprise will build a good relationship with customers. Can apply the same principles and methods as business and apply them to the community context. can create good relations between the community and visitors be impressed and has good results in the long term as well

From the foregoing, it can be seen that Customer relationship management It is important to create value for the community. As a result, tourists are impressed. can make a difference to the community Customer relationship management is a key factor in driving the success of a community enterprise. Therefore, the researcher thus foresees the importance of customer relationship management. in factors affecting customer relationship management to increase the efficiency of community enterprises

## **OBJECTIVE**

study the factors that affect customer relationship management

## **METHODOLOGY**

The tools used in this research; the researcher used the questionnaire to collect data from the population. The researcher created the questionnaire created based on the data from relevant research, textbooks, by dividing the questionnaire into 3 parts as follows

Part 1: is a question about the status of respondents, including gender, age, status, educational level, occupation, income. The question is a check list. (Check List).

Part 2: is a question about behavior tourism the question is a check list in which the respondents can choose only one answer.

Part 3: is a question about the customer relationship. The question is a rating scale (Rating Scale) with 5 levels, which are The Highest level, High level, Moderate level, Low level, The lowest level, respectively.

The samples were tourists. The sample consisted of 400 people, the researcher using Taro Yamane technique to obtain the correct samples and the samples were obtained by simple random sampling. The data used in this questionnaire were quantitative data (Quantitative Approach) using descriptive statistics to describe the status of respondents, such as gender, age, status, education, occupation, income, and the analysis of tourism behavior patterns. The researcher analyzed Factors affecting customer relationship management

## **RESULTS**

From the analysis of the respondent demographic data, the researcher found that. The sample used in this study was 400 tourists. Tools used to collect data is a questionnaire. The statistics used were percentage, mean, and standard deviation. The research results showed that most of the respondents were female, 254 people, representing 63.5 percent. And 146 males, representing 36.5 percent, In terms of age, it was found that most were aged between 20-29 years, 140 people, representing 35.0 percent. Regarding their status, most of them were married, 255 people, representing 63.8 percent. In terms of education, it was found that most

of them had a bachelor's degree or equivalent 242 people, representing 60.5 percent. In terms of occupation, it was found that most of them were civil servants / government employees. 125 people, representing 31.3 percent with an average monthly income of more than 25,000 baht, 115 people accounted for 28.8 percent.

From Table 1, in terms of tourism behavior patterns, it is found that 1). The respondents travel with family, which accounting for 59.6 percent 2). There are 1-3 people traveling together at 81.6 percent 3). Traveling 1-2 times per month which accounting for 40.6 percent 4) Duration of travel for a one-day trip represented at 44 percent 5). Travel during weekend (Saturday-Sunday) represented at 55 percent 6). Tourism expenses Less than or equal to 1,000 Baht at 66.4 percent 7). The tourism sources of information derived from recommendation which was accounted for 53 percent

**Table 1**

No	Travelling behavior	Number	Percentage
<b>1</b>	<b>Travelling Patterns</b>		
1.1	Single traveler	125	31.3
1.2	Travelling with family	239	59.6
1.3	Travelling With friends	36	9.1
<b>2</b>	<b>Number of travelling accompanies</b>		
2.1	None (Travelling alone)	65	16.3
2.2	1-3 persons	326	81.6
2.3	3 persons or more	9	2.1
<b>3.</b>	<b>Frequency of travelling per month</b>		
3.1	1-2 times per month	162	40.6
3.2	3-4 times per month	144	35.8
3.3	More than 4 times per month	94	23.6
<b>4</b>	<b>Travelling duration</b>		
4.1	1 day	176	44
4.2	2 days	75	18.8
4.3	3 days or more	149	37.2
<b>5</b>	<b>Travelling period</b>		
5.1	Weekdays (Monday-Friday)	92	23
5.2	Weekends (Saturday-Sunday)	220	55
5.3	Holiday or Festival season	88	22
<b>6</b>	<b>Travelling expenses per times</b>		
6.1	Less than or equal to 1,000 Baht	266	66.4
6.2	1,001 - 2,000 Baht	73	18.3
6.3	2001 Baht and above	61	15.3
<b>7</b>	<b>Tourism Sources of Information</b>		
7.1	Recommendation	212	53
7.2	Media	63	15.75
7.3	Direct experience	125	31.25

**Table 2** factors according to the 4 components, Database. Factors according to the 4 components are 1.Database at a high level ( $\bar{X}$ =4.06) 2. Electronics at a high level ( $\bar{X}$  = 4.18) 3. Action at the highest level ( $\bar{X}$  = 4.26) 4. Retention at a high level ( $\bar{X}$  = 3.94) factors according to the 4 components, Database. Factors according to the 4 components are 1.Database at a high level ( $\bar{X}$ =4.06) 2. Electronics at a high level ( $\bar{X}$  = 4.18) 3. Action at the highest level ( $\bar{X}$  = 4.26) 4. Retention at a high level ( $\bar{X}$  = 3.94)

No	factors	Mean	Results
1	Database	4.06	high level
2	Electronics	4.18	high level
3	Action	4.26	highest level
4	Retention	3.94	high level

## CONCLUSION AND DISCUSSION

Findings Factors affecting customer relationship management to increase the efficiency of community enterprises It is a research that can be used by community enterprises for efficient business operations. Cause trust and loyalty. It helps to build a good relationship while the business will have proper cost management and sustainable value addition. Using the DEAR Model principle, it was found that the aspects that were at a high level were:

Database is a community enterprise A customer database is created by collecting elements, details, and analyzing them or the ability for customers to make a profit and Electronics is that community enterprises use technology to help in their operations. such as web site preparation E-Commerce internet transactions. consistent with the research of Thongchai Surinwarangkul.<sup>8</sup> IT Application Development for Customer Relationship Management in Businesses The research result indicated prominent improvements of information technology application for customer relationship management as the following; 1) business organization should provide technology for storing customer data correctly 2) information technology channels for customer transactions sufficiently, as well as storing transaction history in data warehouse 3) the organizations should have adequate personnel in customer relationship management in order to find the ways to meet the needs of customers 4) these organizations should add value to the business processes by defining customer relationship management programs 5) organizations should include evaluations of customer relationship management using criteria that emphasize on the importance of customers 6) organizations should expand and maintain the growth of the relationship by using the approach, keeping current customers with the businesses forever. Retentions is to create a good impression on the brand and build a good relationship with customers. such as providing equal service. Listening to information or problems setting up customer relations. Demonstrating social responsibility The community enterprise has provided services equally to customers and has demonstrated social responsibility. in line with the research of Ekgnarong Vorasiha(2022.<sup>9</sup>Role of Corporate Social Responsibility to Brand Image of Herbal Medicine Business พทพ factors of CSR that can be used to enhance brand image, to achieve this aim the study at the end of data collection step and these responses were then coded and tested through various statistical testing methods. All the hypotheses formulated in this study were proved to be accepted except for the direct impact of integration of CSR in corporate policies. This study has several theoretical and practical implications that have been summarized by the author. Moreover, future research directions and opportunities have also been highlighted. The highest level is Action. bringing various programs or activities let's build a relationship. For example, membership programs collect points when shopping or the provision of equipment and tools or technology in order to facilitate communication. Whether ordering, payment which enterprises have used technology in order to facilitate communication or more convenient payment consistent with the research of Dr. Chayanan Kerdpitak<sup>10</sup> Factors Influencing of social media and Customer relationship management (CRM) on Performance of Historical Tourism Business in Thailand. The research result various factors such as company policy, employee skills and technology have importance contribution to enhance tourism business performance. Historical tourism can be promoted with the help of

better company policy, better employee skills and better technology adoption. As the influencing factors has positive contribution to enhance social media use in tourism which lead to the tourism business performance. Furthermore, influencing factors has significant role to enhance CRM which increases the tourism business performance in Thailand.

### ACKNOWLEDGEMENTS

I would like to express my sincere thanks to Suan Sunandha Rajabhat University for invaluable help throughout this research. And also, would like to thanks Asst.Prof.Dr. Cholpassorn sitthiwarongchai , Dean of the College of Innovation and Management, Suan Sunandha Rajabhat University to give an advice and support throughout this research. Finally, to thanks to all supporting staffs of the College of Innovation and Management, Suan Sunandha Rajabhat University to provide support in many areas.

### REFERENCES

- Sunsorm Mali.(-). Methodology for Efficiency Improvement on Customer Relationship Management (CRM) of Pharmaceutical Companies in the Upper North-Eastern.Retrieved December 23, 2022 URL: <http://www.ba-abstract.ru.ac.th/>
- Kittichai Srichaiyaphum. (2 5 5 6 ). Relationship between Customer Experience of Small Business and Brand Loyalty of Commercial Banks in Thailand. Retrieved December 23, 2022 URL: <https://www.dpu.ac.th/>
- Teewara Buchaiphum . (2 5 6 0). The Trust Based Customer Relationship Management (crm) For Creating the Sustainability Value for Customers And Suppliers. Retrieved December 23, 2022 URL: <https://rdi.nrru.ac.th>
- Thawanrat Wongpurk. (2 0 2 1). The Influence of Customer Relationship Management on Organization Performance: A Case Study of a Commercial Bank in Thailand. Retrieved December 23, 2022 URL: <https://digital.library.tu.ac.th/> -
- Thanachai Tandulayaseri . (2 0 2 1). A Study of Technological Implementation and Customer Relationship Management (CRM) In Hospital Industry in Accordance with The Digital Strategy. Retrieved December 23, 2022 URL: <http://www.archive.cm.mahidol.ac.th>
- CP All. (2564). Customer relationship management and customer engagement. Retrieved December 23, 2022 URL: <https://www.cpall.co.th/>
- livelihoods (2018). Dissecting the strategy "Marketing with community enterprises". Retrieved December 23, 2022 URL: <https://www.right-livelihoods.org/>
- Thongchai Surinwarangkun .(2014). IT Application Development for Customer Relationship Management in Businesses. Retrieved December 27, 2022 URL: <http://jms.ssru.ac.th/>
- Ekgnarong Vorasiha (2 5 5 5) Role of corporate social responsibility to brand image of herbal medicine business. Retrieved December 30, 2022 URL: <https://rigeo.org/>
- Chayanan Kerdpitak.( 2564). Factors Influencing of social media and Customer relationship management (CRM) on Performance of Historical Tourism Business in Thailand. Retrieved December 30, 2022 URL: <https://rigeo.org/>