Customer Experience in Call Center Services ATB based on Kano Model

Nindy Awaliyah Putri, and Maryani Septiana
Department of Business Administration, Politeknik Negeri Batam, Jl A Yani, Batam, Indonesia

Keywords: Kano Model, Customer Experience, Call Center Services

Abstract: This research to examined five-dimensional customer experiences based on the Kano model in ATB call center service. This research used a quantitative approach with purposive sampling technique through 100 respondents who has been using the services at least three times frequently. The data used to be the primary data through questionnaire of 18 attributes in five dimensions of customer experiences. Five customer experience dimensions were sense, feel, think, act, and relate. The results showed in sense dimension consists of two categories of Kano are must be and attractive. Think dimension consists of two categories of Kano are must be and one dimensional. Act dimensions consist of two categories of Kano namely one dimensional and attractive. While feel dimension consists of three categories of Kano are must be, one dimensional and attractive. Like feel dimensions, relate dimension also consists of threze categories of Kano ar one dimensional, attractive, and indifferent. From the results of the research also gained that the most desirable dimensions of the customer experience by call center customers of ATB is a dimension of sense, which is in the category must be as much as four attributes.

1 INTRODUCTION

A company that produces goods or services must maintain the satisfaction of their customers to develop profit and maintain the continuity of the company. This can be observed from the company that gives the features and profits for its products to please the consumers, but the concept of features and profit this is the old approach so that it is less relevant to wear on corporate competition is increasingly hard.

According to research carried by Schmitt (Magazine Marketing 01/V/January 2016) the Holistic Experience (the Overall Experience) is the target of marketing activities that can raise customer satisfaction, which means it is the satisfaction of the end consumer or the customer will be obtained if the customer can feel the overall experience gained. That is why, Schmitt pioneered experiential marketing as a more accurate approach to get in on the emotional need of the customer. Today's customers need a company that can create products or services that are evocative of the feeling of the consumer and motivate the minds of customers.

That becomes an important part in the marketing plan is to establish the customer experience (customer experience) as the primary step to seize the hearts of customers is the experience. Customers feel and experience their own participation with the product or service of the company, not only to obtain information as well such promises in the ad. After they feel how the characteristics of the products and services, customer will provide good information on the other customers. So, the entrepreneur can sell goods as much as possible this way. Experiential marketing is one of the companies conducting a customer can be more loyal to how to optimize the fifth set was created by Schmitt (2003, p.18), sense concerns the five senses. The feel dimension relates to the positive feelings and emotions that arise, the dimension of think is the creativity that appears in the customer's mind about a brand, the dimension of the act concerning physical deeds. Relate dimensions are an attempt to unite the name of the company with the culture, others, and consumers themselves.

Consumer satisfaction is the level of consumer feelings after comparing between what she received and it is expected that (Umar, 2005, p. 65). If the customers feel happy for the service given by the company, the greater the likelihood customers will become customers of the company in a long time. According to Tjiptono (2014, p. 356) the realization of customer satisfaction through designing,

implementing as well as controlling the special program could potentially share the benefits of the principal among other, the energy of the persuasive word of mouth, the benefits of economic customer retention, the cumulative value of the relationship is prolonged, the response to manufacturers of low-cost, as well as the reduction of price sensitivity.

The research conducted will illustrate the customer experience provided by the ATB to customers. This research uses the Kano Model with the intent to classify the characters from home call center based on how well the service can satisfy the needs of customers. Kano method can describe whether the service call center is a good fit with the needs of its users.

2 METHODS

2.1 Population and Sample

The population in this research are customers for the period of January – June 2019. Based on the data obtained, the population numbered 4.830 customers consist of individual customers and companies. Sampling of this research applies the purposive sampling technique which is a technique where the researcher ensures the sampling with the presence of special traits that can answer the research problems. The number of respondents that will be used as the study sample are rounded to 100 respondents.

Based on the results of the analysis of the respondents can be seen that most respondents are customers aged 41-45 years a number of 43 people, customers are female sex that is 52 people, customers who work as civil servants/private sector, namely 46 people and customers who have subscribed to the ATB for 11-15 year as many as 57 respondents.

Then from the results of the questionnaire conducted to test the validity and reliability test to measure the reliability of the instrument as well as the consistency of the data collected. The following flow stages of data processing:
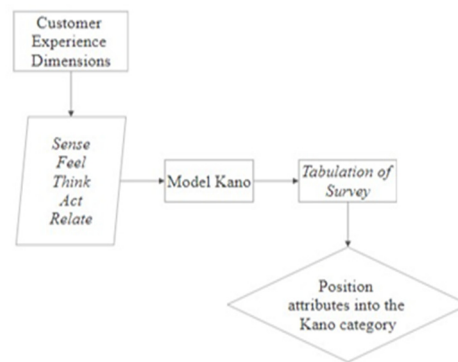

Figure 1: Data-Processing Steps

3 RESULT AND DISCUSSION

3.1 Attribute of Call Center Service

As for the dimensions of customer experience, i.e., sense, feel, think, act, and relate (Table 1.). From the results of the test of the validity of the 18 attributes of the obtained results is valid because all the items rcalculate greater than rtable i.e., the value of the rcalculate greater than 0,433. While the results of the reliability test show that the value of cronbach's alpha = 0,913 where the value > 0,433 so it can be concluded that all variables of the questionnaire Kano functional reliable.

Table 1: ATB Call Center Customer Experience Dimension Attributes.

Dimension	Attribute
Dimension *Sense*	(S1) Call center ATB greeting opener with intonation rhythmic and smiling voice.
	(S2) Call center ATB use intonation that sounds rhythmic, clear, and just the right volume.
	(S3) Call center ATB use grammar that is easy to understand.
	(S4) Speed talk call center ATB is good, and articulation is clear.
	(S5) Call center ATB closing remarks with intonation rhythmic and smiling voice.
Dimension *Feel*	(F1) The intonation used is stable and does not get carried away the character of the customer as well as able to dampen the emotions of the customer.
	(F2) Call center ATB offers help with the right language.
	(F3) Call center ATB to explain the solution correctly and clearly.
Dimension*Think*	(T1) Call center ATB ask for your name and greet by name during the conversation.
	(T2) Call center ATB via social media often hold a quiz with prizes.
Dimension *Act*	(A1) Submit a complaint through the call center ATB can be done anywhere.
	(A2) Call center ATB can also serve to make report leaks or plugs.
	(A3) Call center ATB to confirm or sum up the service of the complaint.
Dimension *Relate*	(R1) Operating hours of call center ATB already according to the needs of the customer (07.00 s/d 24.00 WIB).
	(R2) Call center ATB show a good image to the public.
	(R3) The information provided by the call center ATB through social media a lot related to the value of humanity.
	(R4) The Website ATB and social media ATB other makes it easy for customers to find the information needed.
	(R5) Follow the social media ATB get a lot of benefits.

3.2 Analysis of the Kano Model

The following results are obtained from evaluating and categorize the attributes of the dimensions of experience customer service call center ATB to in the Kano model based on the value of the Likert scale obtained from the questionnaire for functional and dysfunctional. After categorizing into the Kano model, then carried out the calculation of Customer Satisfaction Coefficient (CSC) to determine the effect of the presence and absence of the attributes of the customer experience against the customer satisfaction.

Table 2: Evaluation and Category of Kano Model Call Center ATB Service

NO	Attribute Code	Kano Category						TOTAL	GRADE	CSC	
		A	M	O	R	Q	I			IBT	IWT
1	S1	9	48	26	0	0	17	100	M	0,35	-0,74
2	S2	11	51	19	0	0	19	100	M	0,3	-0,7
3	S3	12	50	12	0	0	26	100	M	0,24	-0,62
4	S4	10	49	11	0	0	30	100	M	0,21	-0,6
5	S5	49	8	15	0	0	28	100	A	0,64	-0,23
6	F1	29	45	10	0	0	16	100	M	0,39	-0,55
7	F2	49	1	14	0	0	36	100	A	0,63	-0,15
8	F3	24	24	39	0	0	13	100	O	0,63	-0,63
9	T1	5	47	32	0	0	16	100	M	0,37	-0,79
10	T2	23	19	37	0	0	21	100	O	0,6	-0,56
11	A1	26	15	44	0	0	15	100	O	0,7	-0,59
12	A2	18	22	50	0	0	10	100	O	0,68	-0,72
13	A3	54	9	7	0	0	30	100	A	0,61	-0,16
14	R1	20	24	43	0	0	13	100	O	0,63	-0,67
15	R2	19	7	3	0	0	71	100	I	0,22	-0,1
16	R3	26	12	5	0	0	57	100	I	0,31	-0,17
17	R4	43	11	18	0	0	28	100	A	0,61	-0,29
18	R5	27	6	5	0	0	62	100	I	0,32	-0,11

Based on data from the CSC can be seen that the IBT high of 0.68 is about the dimensions of the act that the attributes A2 - Call center at ATB can also serve to make the report a leak or plugs, meaning that the attributes this has the effect that the greater the customer satisfaction. While the value of the IWT highest of -0,79 is dimension think that the attributes T1 - Call center at ATB ask for your name and greet by name during the conversation, meaning that if this attribute is not there then it will be a major influence on customer dissatisfaction.
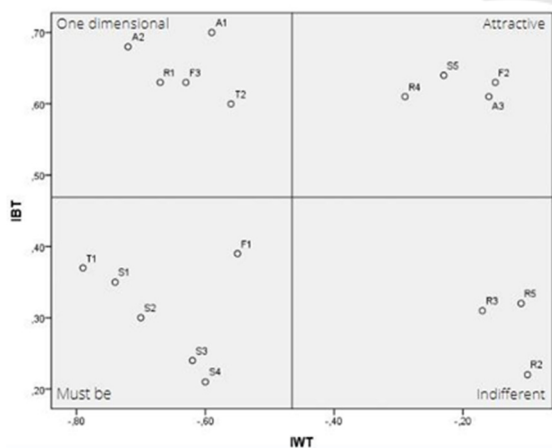

Figure 2: Model Chart Kano Customer Experience Call center ATB Service

The determination of position classification of Customer Experience dimension attributes on Kano model is seen in Figure 4.7. In the category of must be or basic needs, customers assume the attributes that are in this category will attract customer's attention and if none then no one will be interested. The attributes that are in this category are appropriate based on the customer experience in using the call center service of ATB (ATB). The attributes that belong to the category must be include attributes are (S1) call center ATB greeting opener with intonation rhythmic and smiling voice, (S2) call center ATB ask for your name and greet by name during the conversation, (S3) call center ATB use intonation that sounds rhythmic, clear and just the right volume, (S4) call center ATB use grammar that is easy to understand, (F1) speed talk call center ATB is good and articulation is clear, (T1) the intonation used is stable and does not get carried away the character of the customer as well as able to dampen the emotions of the customer.

In the category of one dimensional, if the attributes are included in this category are met then the customers feel more satisfied. As for the attribute that belongs to the category of one dimensional such attributes are (F3) submit a complaint through the call center ATB can be done anywhere, (T2) operating hours of call center ATB already according to the needs of the customer (07.00 s/d 24.00 WIB), (A1) call center ATB can also serve to make report leaks or plugs, (A2) call center ATB to explain the solution correctly and clearly, (R1) call center ATB via social media often hold a quiz with prizes. An attractive attribute is an attribute that can increase customer

satisfaction if the attribute also increases its characteristic capacity, but the customer does not mind if it does not exist. The attributes that belong to the attractive category include attributes are (S5) website ATB and social media ATB other makes it easy for customers to find the information needed, (F2) call center ATB offers help with the right language, (A3) call center ATB to confirm or sum up the service of the complaint, (R4) call center ATB closing remarks with intonation rhythmic and smiling voice.

In the category of indifferent, there is or there is no attribute contained in the service call center will not affect the customer satisfaction. As for the attribute that belongs to the category of indifferent which is an attribute which (R2) call center ATB show a good image to the public, (R3) the information provided by the call center ATB through social media a lot related to the value of humanity, (R5) follow the social media ATB get a lot of benefits.

4 CONCLUSIONS

Based on the results of the data analysis and discussion that has been presented in the previous chapter, can be concluded as following: (1) Dimensional sense based on the Kano model in customer experience-service call center ATB has five attributes which consist of two categories of Kano that must be and attractive. (2) The dimensions of the feel based on the Kano model in customer experience- service call center ATB has three attributes which consist of three categories of Kano that must be, one dimensional and attractive. (3) Dimensions think based on the Kano model in customer experience-service call center ATB has two attributes which consist of two categories of Kano that must be and one dimensional. (4) The dimensions of the act based on the Kano model in customer experience-service call center ATB has three attributes which consist of two categories Kano namely one dimensional and attractive. (5) Dimensions relate based on the Kano model in customer experience-service call center ATB has five attributes which consists of three categories of Kano one- dimensional, attractive, and indifferent. (6) This research shows the dimensions of the customer experience most desired by ATB call center customers are the most categorized dimensions into the Category "must be". Where the Category "must be" means that if a product or service in a company does not have this then no one will be interested. So, based on the results of the study, the most desirable

sense dimension is related to sensory experience of the five senses created through taste, touch, sound, vision, and smell. In this study the main point in the five senses is sound.

ACKNOWLEDGEMENTS

REFERENCES

Amran, T. G., & Ekadeputra, P. (2010). Pengukuran Kepuasan Pelanggan Menggunakan Metode Kano dan Root Cause Analysis (Studi Kasus PLN Tangerang). Jurnal Teknik Industri, 160-172.

Chandra, S. (2014). The Impact of Customer Experience toward Customer Satisfaction and Loyalty of Ciputra World Surabaya. iBuss Management Vol 2 No 2, 1-11.

Finch, L. C. (2014). Call Center Success: Melayani Pelanggan Secara Profesional Melalui Call Center. PPM.

Foroudi, P., Jin, Z., Gupta, S., Melewar, T. C., & Foroudi, M. M. (2014). Influence of Innovation Capability and Customer Experience on Reputation and Loyalty. Journal of Business Research, 4882-2889.

Hongari, E. A. (2017). Studi Deskriptif Customer Experience Berdasarkan Kano's Model di Starbucks Galaxy Mall Surabaya. Jurnal Ilmiah Mahasiswa Universitas Surabaya Vol 6 No 2, 761-774.

Huda, M., Santoso, H. B., & Rahayuningsih, S. (2017). Analisis Kualitas Layanan Perpustakaan Menggunakan Metode Kano di Perpustakaan Universitas Kediri. Jati Unik Vol 1 No 1, 30-39.

Iranita. (2017). Analisa Pengaruh Customer Experience Terhadap Customer Satisfaction Wisatawan Pada Destinasi Wisata Kabupaten Bintan Kepulauan Riau.

Kotler, Philip, & Keller, K. L. (2009). Manajemen Pemasaran Jilid 2. Jakarta: Erlangga.

Pranoto, R. G., & Subagio, H. (2015). Analisa Pengaruh Customer Experience Terhadap Customer Satisfaction pada Konsumen di Rosetta's Cafe & Resto Surabaya. Jurnal Manajemen Pemasaran Petra Vol 3 No 1.

Rahmayuni, I., Humaira, & Defni. (2016). Pemanfaatan Metode Kano Untuk Menilai Tingkat Kepuasan Pengguna Terhadap Fungsionalitas Sistem Informasi Kepegawaian (Studi Kasus: AKNP Pelalawan). Jurnal Inovtek Polbeng - Seri Informatika Vol 1 No 2, 133-139.

Safi'i, I. (2018). Klasifikasi Atribut Pelayanan Mobile Banking dengan Kano Model Berdasarkan Dimensi E-Servqual. Jurnal Sistem dan Manajemen Industri Vol 2 No 2, 77-84.

Sahfitri, V., & Yulianingsih, E. (2015). Kualitas Layanan Sistem Informasi Akademik Menggunakan Metode Kano. Jurnal Ilmiah Matrik Vol 17 No 2, 151-16