

Research Article

The Effect of Entrepreneurship and Digital Technology on Customer Relationship Management: Dependability Study Among Entrepreneur Logistic Operators

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ORCIDMuhamad Fairos bin Mohamad Shah: <https://orcid.org/0000-0002-9426-8862>**Abstract.**

This study aims to determine the effect of marketing and entrepreneurship on customers relationship management. The study factors include functional value, time compression, reliability, flexibility, and capacity. This study was led at Pulau Pinang, Selangor, and Johor Bharu. Furthermore, individual customers who use logistic services were sampled. In addition, the total respondents to the questionnaires were 391. The method used in the study is applied research. A questionnaire on the Likert scale was applied for the survey. Results showed that the customer intention effect is significant to the study in entrepreneurship. The study was also conducted using SEM analysis. Further study is required on the subject.

Keywords: planning, technology, virtual leadership

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1. Introduction

Customer relationship management planning is a fundamental management activity that helps organizations establish their overall strategy and goals. It involves creating a roadmap for the organization to follow to achieve its desired outcomes. The purpose of planning is to ensure that the organization's resources and efforts are directed toward the right objectives and to increase the chances of success. According to [21],[23] people can shape a good relationship with an organization advisor they have recognized for several years then who has always satisfied their expectations. The detail that people grow a sense of faithfulness can be labeled as an emotional aim to twig to an exact product and service [39],[27]. True faithfulness needs both share-of-wallet and share-of-heart so that customers endure procurement even when transitional factors may brand a repeat purchase problematic, such as devoured product and service outage or other providers annoying to encourage customers to change using promotional offers [16],[41].

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In general, Customer relationship management strategic planning is a vital part of organizational management and gives businesses a road map for attaining their goals. In a corporate climate that is changing quickly, it aids firms in maintaining their competitiveness and achieving long-term success. Once the plan has been developed, it becomes the basis for the organization's activities and actions. The organization then implements the plan, monitoring progress and making adjustments as needed. The Customer relationship management planning process is ongoing, and the organization continually evaluates and revises its plans in response to changes in its internal and external environment. In summary, planning is a critical activity for organizations because it provides a clear direction, ensures that resources are aligned with the organization's goals, and helps to increase the chances of success. It helps organizations to be proactive, rather than reactive, in their approach to managing their operations and achieving their objectives. [13],[26][42].

2. Literature Review

The advantages of Customer relationship management strategic planning for enterprises are numerous. Clarifying an organization's direction, aims, and objectives aids in giving all of its members a shared understanding and point of emphasis. Customer relationship management organizations can make better informed and efficient decisions by using the strategic planning process, which forces them to take a variety of issues into account., strategic planning may aid in boosting productivity and lowering waste by coordinating the organization's resources with its goals and objectives.

Overall, Customer relationship management strategic planning gives businesses a path for achieving their goals and keeps them profitable and competitive in a market that is changing quickly. According to [42],[25],[27],[28] functional value, time compression, reliability, flexibility, and capacity business quality of customer service canister help shape customer loyalty besides building faith in novel customers. [29],[30] It will also generate customer manacles when loyal customers themselves endorse products or services to their aristocracies. Operational planning is a sort of planning that is concerned with an organization's daily operations. To guarantee that the company can achieve its goals and objectives in a timely and efficient way, it entails the formulation of precise plans and processes for how particular activities will be carried out. Additionally [40],[28] mentioned that clientele will be content that service if is debauched, error-free, easily acquired, not burdening the customers, and accompanied by friendly and courteous service. Recent evidence suggests that [30],[31]

Customer relationship management strategic planning, which concentrates on the organization's long-term orientation, is sometimes done in combination with operational planning. While operational planning focuses on the mechanics of how that goal will be attained, strategic planning gives the overall direction for the company. [32] Customer relationship management operational planning is a process that helps a company to implement its strategy by breaking down its long-term goals into specific, actionable steps. It is a critical component of the overall planning process, as it provides the framework for how the company will achieve its strategic goals on a day-to-day basis. The first step in operational planning is to assess the current operations of the company and identify areas for improvement. This involves evaluating the efficiency of current processes, identifying bottlenecks, and determining the resources that are required to achieve the company's goals. Based on the assessment of current operations, the company develops specific, measurable objectives that are aligned with its overall strategy. These objectives provide the foundation for the operational plan. The next step is to develop detailed action plans that outline the steps that must be taken to achieve each objective. This includes identifying the resources that will be required, the timeline for implementation, and the responsibilities of each team or individual. Once the action plans have been developed, the company allocates the resources that are required to implement the plan, including personnel, equipment, and budget [16],[41].

Furthermore, customer relationship management planning provides numerous benefits to a company. It helps to streamline processes, reduce waste, and increase efficiency. The plan ensures that the company's resources are being used effectively and efficiently and provides clear responsibilities and timelines, which increases accountability and ensures that tasks are completed on time [33].

Customer relationship management also enables the company to evaluate the progress of its plans and make informed and effective decisions about its operations. Without a Customer relationship management operational plan, a company is likely to experience inefficiencies and ineffective use of resources, missed deadlines, and confusion about roles and responsibilities. This can lead to a lack of progress towards achieving the company's goals and objectives, and negatively impact the company's overall performance and competitiveness. An operational plan provides a roadmap for the company to achieve its desired outcomes, and without it, the company may struggle to effectively implement its strategy and achieve its goals [26],[21].

2.1. Customer Relationship Management

Long-term planning in managerial economics is a crucial function that helps companies to align their goals and strategies with their overall business objectives. It involves analyzing the economic and market trends, assessing the company's strengths and weaknesses, and developing a long-term vision for the company's future. The main function of long-term planning is to provide a roadmap for the company's growth and development and to ensure that the company's resources are being used effectively and efficiently to achieve its goals. It helps to identify potential challenges and opportunities and provides a framework for decision-making. Customer relationship management long-term planning enables the company to make strategic investments in areas that are critical to its success and to allocate its resources in a manner that supports its long-term objectives. By having a well-defined long-term plan, a company can improve its overall competitiveness and achieve sustained growth over time. It also helps to ensure that the company remains focused on its goals and objectives, even in the face of changing market conditions or economic challenges. In summary, Customer relationship management long-term planning in managerial economics is an important function that provides a clear vision for the company's future and helps it to make informed and effective decisions about its operations and investments. Without a long-term plan, a company may struggle to effectively devote its resources and achieve its goals.

This was stated by [13],[11] where shopper gratification is a significant element in decisive the quality of products besides services provided by an entrepreneurship organization. Customer relationship management long-term planning provides a long-term backup to a company. It helps to align the company's goals and strategies with its overall business objectives and provides a clear vision for the company's future. [30],[32] Customer relationship management long-term planning enables the company to make strategic investments in areas that are critical to its success and to allocate its resources in a manner that supports its long-term objectives. It also helps the company to remain focused on its goals and objectives, even in the face of changing market conditions or economic challenges.

The impact of Customer relationship management long-term planning on a company can be significant. [33] A well-defined long-term plan helps to improve the company's competitiveness and achieve sustained growth over time. It also helps to ensure that the company's resources are being used effectively and efficiently to achieve its goals,

and provides a framework for decision-making. By having a long-term plan, a company can make informed and effective decisions about its operations and investments, which can lead to improved performance and competitiveness. Customer relationship management long-term planning is essential for a company to achieve its goals and remain competitive in a rapidly changing business environment. A well-defined long-term plan provides a roadmap for the company's growth and development and helps to ensure that its resources are being used effectively and efficiently to achieve its desired outcomes. [21],[25]

Moreover, in an organization, Customer relationship management short-term planning is an integral part of the overall strategy and helps to ensure that the company is taking the necessary steps to achieve its goals in a timely and effective manner. It provides a practical and actionable plan for executing on the company's vision and helps to ensure that the organization is making progress towards its desired outcomes. Customer relationship management short-term planning enables the organization to be nimble and responsive to changes in the market or internal environment, and allows the company to adjust its plans as necessary to remain on track [42],[32],[33].It provides organizational success and helps to ensure that all members of the team understand their roles and responsibilities in achieving the company's goals. By taking a deliberate and proactive approach to short-term planning, organizations can improve their overall performance and competitiveness, and achieve their goals more effectively and efficiently [26],[28]

2.2. Location Strategy

One major benefit of location strategy short-term planning Customer relationship management is improved accountability and clarity. It provides a roadmap for executing the organization's strategy and helps to ensure that all team members understand their roles and responsibilities in achieving the company's goals. This can lead to improved collaboration and coordination, which can in turn boost the organization's performance and competitiveness. [30],[32] Customer relationship management short-term planning also allows organizations to be agile and flexible in response to changing conditions. By regularly revisiting and adjusting the plan as needed, organizations can remain responsive to changes in the market or internal environment, and ensure that they are making progress towards their goals. This can help organizations to quickly capitalize on new opportunities and overcome challenges, leading to improved overall performance [42],[20],[21].

In addition, Customer relationship management short-term planning can help organizations manage risk and uncertainty, by providing a clear plan for executing the organization's strategy, and by helping to identify and mitigate potential risks and challenges. This can help organizations to minimize the impact of unexpected events, and ensure that they are making the most of their resources and opportunities [23],[24]. In conclusion, Customer relationship management short-term planning is a critical aspect of effective management and organization, offering a range of benefits that can help organizations to achieve their goals more efficiently and effectively, and to remain competitive and responsive in a rapidly changing business environment. According to [21] the finest excellent they have is to effort with preparation dealers to give them the novelty they need, allowing them to keep their care on what truly substances, similar to their commercial actions. Customer relationship management business location process strategy facility is deed take upkeep of customer needs by as long as bringing, supplementary, facilities which tall quality jobs and help beforehand, throughout, and afterward customer needs are encountered technology has helped consumers and providing suitability and correctness to the businessperson company. Referring to [20] it is also one of the significant issues that exploit the incomes of a business and it most significant aim for any novel growth is to deliver new value to the customer. Deprived of this, there is no motive for them to employ their cash for the new expedient. However, if the product or service proposals have irresistible value, then clientele will flock to it.

Meanwhile [21] emphasizes an important action that assistances organizations found a clear plan for attaining their goals besides objectives. It includes location objectives, important the steps desirable to attain them, and assigning capital to make it occur. The business location process strategy assistances organizations in ordering their doings, recognizing possible obstacles, and growing strategies to overwhelm them. [20] notes that one of the main purposes of a business process strategy is to find a general strategy for attaining an organization's goalmouths. Customer relationship management directional planning is a key aspect of strategic management and offers numerous benefits to organizations [28]. By providing a general framework for pursuing the organization's goals, directional planning helps to ensure that the organization remains focused and on track, even in the face of changing circumstances. One of the primary benefits of directional planning is its ability to foster agility and adaptability. It allows organizations to remain flexible in the face of changing conditions and to quickly respond to new opportunities and challenges, ensuring that they remain competitive and responsive in a dynamic business environment. Another important benefit of directional planning is its ability to support long-term vision and goal-setting. By providing a clear direction

for the organization, directional planning helps organizations to pursue their objectives over the long term, even as the business environment evolves and changes.

Customer relationship management directional planning can help organizations manage risk and uncertainty [33]. Setting broad guidelines and strategies provides a framework for decision-making and helps to identify and mitigate potential risks and challenges, allowing organizations to minimize the impact of unexpected events and maximize their opportunities for success. By assigning capital efficiently, [20] points out administrations can minimize waste and guarantee that they are using their capital to supreme effect. Meanwhile, Customer relationship management business location process strategy supports administrations to manage risks efficiently. Customer relationship management directional planning plays a critical role in improving collaboration and coordination within the organization [25]. Providing a clear direction for the organization, it helps to ensure that all team members understand their roles and responsibilities in achieving the organization's goals, and it fosters improved collaboration and teamwork. Customer relationship management directional planning is a valuable tool for organizations looking to remain competitive, adaptable, and successful in a rapidly changing business environment, by providing a clear direction and focus, while allowing organizations to remain flexible and responsive to changing conditions.

2.3. Customer Relationship Management and Location Strategy

A customer relationship management standing plan refers to a more permanent and ongoing strategy that organizations use to guide their decision-making processes and actions [20]. Unlike single-use plans, which are designed to address a specific one-time situation, standing plans are intended to be used repeatedly over time. These plans provide organizations with a consistent framework for approaching recurring challenges and opportunities, and they serve as a reference point for making decisions and taking action. This can help organizations to ensure that they are aligned with their long-term goals and objectives and that they are taking a consistent and effective approach to addressing common situations.[42],[25] analyzed that customer relationship management highlights receptive, friendly, moral, and ready-to-use front-end services to improve the quality of connections with their clientele. In addition, customers' feelings need to be unspoken and touched well and sensibly. Front-liner staff are essential to be empathetic and emotional when commerce with a diversity of clients. According to [16],[41] to reinforce customer relationship management, a permanent component of customer relationship management such as the customer service officer must be

recognized to handle customer businesses. This enduring unit entails officers besides staff who are accomplished in customer management and information of their administrations. In addition [13].

The advantage of standing plans is that they can help organizations to improve their overall performance. By having a location strategy consistent and well-defined strategy in place, organizations can focus their resources and efforts more effectively, optimize their processes, and identify areas for improvement that can help them achieve their goals. Last but not least this can also deliver a standard for the services that the group proposes and thus deliver ideas on how to fee the quality of services if to meet the wants of users in technology [4],[9]. Location planning is an essential aspect of organizational management that involves developing a course of action to achieve specific goals and objectives. Organizations rely on planning to establish a framework for decision-making, resource allocation, and performance evaluation. The latter point has been devastatingly critiqued by [26],[21] who argue that the planning process involves identifying the organization's mission, setting goals and objectives, analyzing internal and external factors, and developing strategies and tactics to achieve the desired outcomes.

3. Methods

This study is an experimental test as well as correlational research in the countryside. In this education, according to [10], the number of defendants in the pilot examination should be more than thirty as well as suitable and satisfactory for examines which are better than 100 tasters, therefore, this study was approved further and five hundred questionnaires were dispersed to the defendants that devour logistic service breadwinner as well as Likert scale were applied in this study. The populace is a board collection of either the person or the customer on the logistic service breadwinner. The goal population of this study was three hundred and ninety-one defendants from Selangor, Johor Bharu, and Pulau Pinang which are individual customers using their service on organizations A, B, and C in SME's group company. Last but not least the data were analysed using SEM.

3.1. Theoretical Background for the Models

Customer relationship management container be clear as surrounding actions within the wider possibility that are essential to be applied by the trader or the organization's figure. In general, [35] customer intention is an organization's aptitude to bring its crops

to customers. Most official organizations have their customer charter, which potentially promises in terms of quality of service for the possibility of crops obtainable. In the business context, customer intention wants to be watched from a more serious angle. Here, location strategy customer intention is the aptitude and promise of wholesalers to comprehensive the distribution of their products by conference their customers' wants and supplies beyond their prospects, as well as existence reliably performed.

Logistic service providers in entrepreneurship is increasingly looking for a gadget of customer relationship management in instruction to learn a good advantage on which to improper business predictions for long life [20]. In this modest world market, logistic service breadwinners in entrepreneurship production have a significant character in the national economies by providing job chances, ornamental exports of the country, and also armament goods to other industrial industries [39],[12]. Thus, [6] future the perfect model of framework beneath beneficiary to contemporary and provision the impress of numerous writers on the important of business location process strategy in comprehending customer relationship management in the entrepreneurship body.(refer to Figure 1)

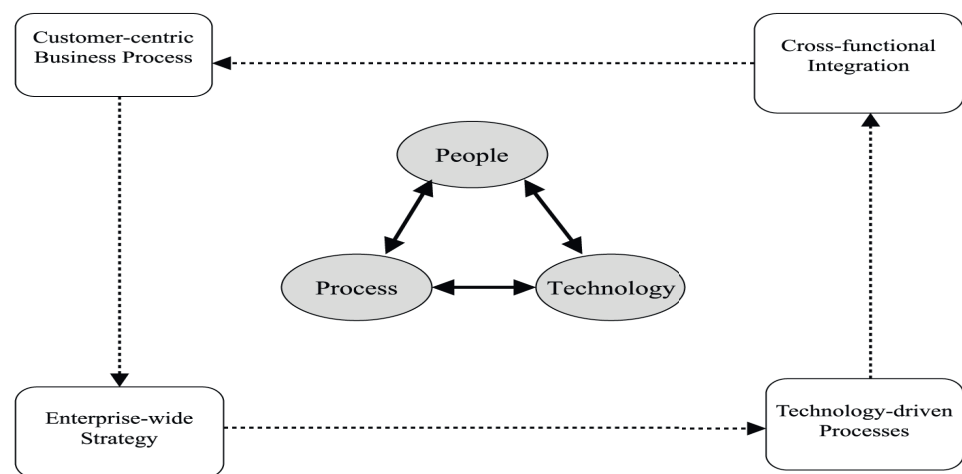


Figure 1: [6].

3.2. Theoretical Framework

The ideal Customer relationship management future current research is business location strategy as the determinacy of customer relationship management as mockups investigate for entrepreneurship in Malaysia. The comprehensive replica future is as shadows.

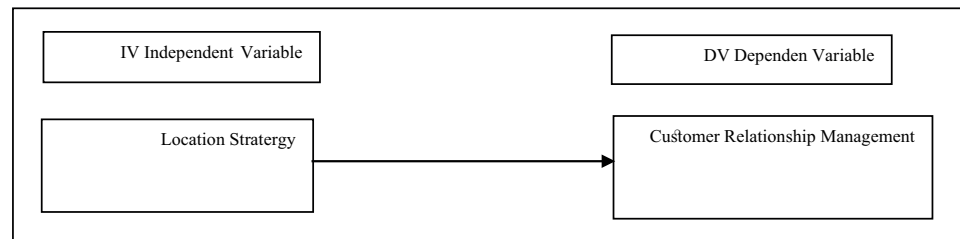


Figure 2: Theoretical Framework.

3.3. Hypotheses Development

According to [20],[21],[22],[23],[5],[16],[34],[35],[42] earlier researchers explored the appeal of breadwinner worth in location strategy. Their studies found that there is an optimistic important relationship between location strategy and customers relationship management. Consequently, we theorized that:

3.4. Hypothesis

In this study, it was found that there is an important relationship between location strategy factor then customer relationship management. Underneath is a consequence for that prototype.

4. Results and Discussion

This education has exposed that the orders were bordering improvements in the appropriate model that indispensable elimination of items that were animated based on content cogency. These results propose that alteration directories optional elimination of location strategy question to eliminate number four until number nine.

It is problematic to clarify this result but its strength is related to the significance available that the location strategy method is a leading article of purifying performance conservatively. Scopes of the highest in glossy customer relationship management are the reward and the current result is important in at least major three respects. The Structural Equation Modelling path inspection is caused by a chi-square of .000, DF of 0 ($p \leq 0.000$). The relative chi-square was less than 5.0. Besides, the Good Fit index was 1.000. AGFI was .9. The proportional fit index was .9 and the IFI was 9. NFI was 9. TLI was .9, and last but not least RMSEA was 80 percent pledge level. However, the result shows that the SEM-based path model ropes the hopeful and reminiscent association of customer relationship management besides location strategy.

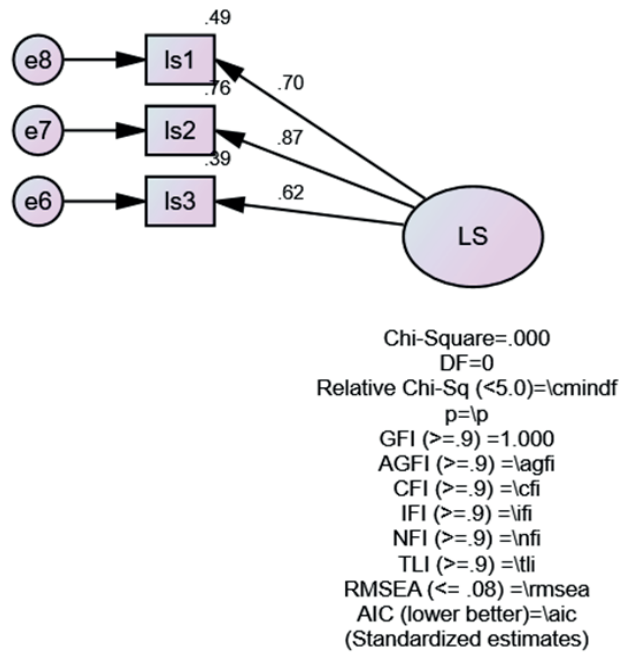


Figure 3: SEM Analysis Location Strategy.

Throughout this report, we have explored several key concepts related to location strategy planning in organizations. These include Customer relationship management strategic planning, operational planning, long-term planning, short-term planning, directional planning, single-use plans, and standing plans. We have discussed the Customer relationship management importance of planning as a critical activity that helps organizations establish overall strategies, develop plans for work activities, and achieve their goals. We also highlighted the benefits of each type of planning, including improved performance, more efficient operations, reduced risk of miscommunication, and better alignment with long-term objectives. In addition, we discussed the differences between different types of plans, including the flexibility and specificity of directional plans, the one-time focus of single-use plans, and the ongoing and comprehensive nature of standing plans.[42],[40],[20].

In conclusion, Customer relationship management various types of planning and their importance in organizations. Strategic planning helps organizations establish overall strategies and achieve their goals. Operational planning focuses on the day-to-day activities of an organization. Location strategy long-term planning enables organizations to make informed decisions about the future and align their resources to achieve their goals. Short-term planning helps organizations manage day-to-day operations and meet immediate needs. Customer relationship management directional planning sets out general guidelines and is useful in dynamic environments. Single-use plans

address specific, one-time projects or events, and standing plans are comprehensive plans that are used repeatedly. Thus, digital technologies information systems are the mixtures of computer hardware, package, and telecommunications systems that people shape and use to gather, create, and allocate useful; data, characteristically in organizational locations, and information sharing is defined as the conversation of data among numerous organizations, people and technologies. The business location planned strategy delivers a clear roadmap for the organization and assists in bringing into line incomes with urgencies. In summary, these consequences demonstrate that by founding long-term goals and strategies, the organization container focus on attaining its mission and vision.

Additionally, in Customer relationship management the strategic location strategy allows the organization to classify possible risks and chances, which assists it in replying proactively to vicissitudes in the business setting. The assistances of a planned strategy are many, including improved message and organization among sections, augmented investor appointment, and support, as well as greater administrative presentation and keenness.

5. Conclusion

In conclusion, a strong business location process strategy needs to be fully managed and combined as a stage near meeting customer supplies and necessities. The essential for humanoid labor is summary due to the comfort of upholding and establishing infrastructures amid apparatuses. Millennials are essential to make and familiarize to comfortable this knowledge so that millennials can last to contribute and produce in industry 4.0. This business location process strategy organization leaders to label the excellence of customer facility and summarize the ladders to be occupied below the customer service management values and to assist administrations advance their customer service management. Therefore, organizations in entrepreneurship especially in logistics should respond to this issue to make customers satisfied and loyal to the organization. This leader highlights that client appointment as a service is an important factor in determining the administration's form, technique, and equality of service distribution. The Customer relationship management planning process typically includes a review of the organization's mission, vision, and values, as well as an assessment of the current situation and future trends. Based on this information, the organization develops its goals and objectives, defines its strategies, and establishes a timeline for achieving its desired outcomes. This process also involves allocating resources,

such as manpower, finances, and technology, to support the implementation of the plans. In short, planning is a critical step in ensuring the success of an organization by establishing a clear direction, aligning resources, and setting measurable goals.

In addition, customer service presentation management is a significant factor in guaranteeing that the finest service is brought to the customer reliably and in contour with the customer appreciating method. Last but not least, this study answered the objectives mentioned prior. Through this customer service guide, staff will be able to manage customer knowledge, manage customer relationships, and manage customer service based on strong customer knowledge and relationships. Finally, the limitation of this study is business location process strategy is different from expectations during consuming the services or products besides cooperation circumstances during this study.

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