

# Exploring Customer Preference to Develop an Effective Customer Relationship Management Strategy: A Case Study of Comvee, an Adaptive-Clothing Brand

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## Abstract

Comvee is a clothing brand specializing in adaptive apparel that facilitates easy and quick dressing for individuals with high mobility needs. This research aims to identify Comvee's customer preferences, explore how Comvee's Customer Relationship Management (CRM) correlates with these preferences, and provide recommendations for aligning CRM strategies with customer preferences. The study examines three dimensions of customer preference: Product Perception, Price Perception, and Promotion Perception. For CRM, the dimensions are Customer Attraction, Value Delivered to Customers, and Customer Engagement. A quantitative approach was used, with data collected via an online survey distributed to 115 respondents who follow Comvee on Instagram and TikTok. Descriptive Analysis, Spearman's Correlation Analysis, and Cross-tabulation Analysis were employed to assess the relationships between variables. The results indicate a strong positive correlation between Customer Preference and CRM, with a correlation coefficient of 0.815. Customers preferred effective promotional communication, clear product value and benefits, products meeting their needs, and prices aligning with their tolerance. Recommendations for enhancing Comvee's CRM include optimizing social media engagement tailored to the target audience, focusing on the 25-34 age group, strengthening offline presence and community building, and emphasizing product functionality, benefits, and value in promotions.

**Keywords:** Customer Preference; Customer Relationship Management; Descriptive Analysis; Spearman's Correlation Analysis; Cross-tabulation Analysis.

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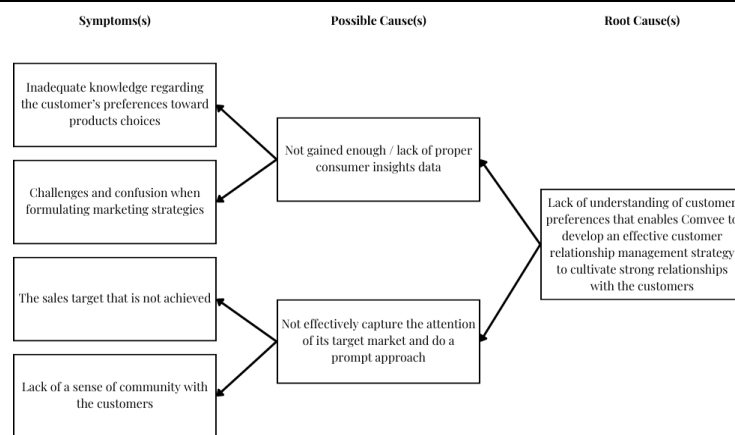
## A. INTRODUCTION

In Indonesia, the apparel industry has experienced rapid growth in recent years. In 2024, the revenue of the Indonesian apparel market is projected to reach USD 22.66 billion, with an expected annual growth rate of 3.31% from 2024 to 2028 (Statista, 2024). This growth has also led to increasingly diverse fashion trends. A survey by Populix reveals that 73% of respondents prefer simple clothing styles, and 80% prioritize comfort in their wardrobe choices (Populix, 2022). In response to this demand for simplicity and comfort, various brands are adapting their collections, such as Bottega Veneta's Spring/Summer 2023 collection (Lischke, 2023) and Uniqlo's LifeWear concept (philippinesbrands.com, 2024).

The rising competition among fashion brands to meet these customer needs has intensified. To excel, brands must continuously update their understanding of customer preferences. Research shows that key Customer Relationship Management (CRM) factors, such as a customer-centric approach, significantly influence customer preferences (Chetthamrongchai & Saengchai, 2019). Therefore, understanding customer preferences is crucial for developing effective CRM strategies.

Comvee is a clothing brand specializing in adaptive apparel designed to meet the needs of individuals with high mobility, aiming to provide ease and comfort in dressing. Despite its focus on adaptive clothing, Comvee faces significant competition within the fashion industry. To stand out, Comvee must develop a comprehensive understanding of customer preferences and create an optimal CRM strategy to differentiate itself. This need for a better understanding is driven by industry competition and the internal challenges Comvee faces. The following diagram outlines the problems and root causes experienced by Comvee based on its business processes.

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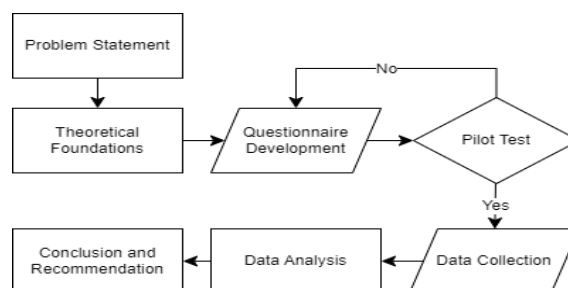
**Figure 1. Comvee's Root Cause Diagram**

Source: Research data, 2024

As illustrated in the diagram, Comvee faces a significant issue: a lack of understanding of customer preferences, which hampers its ability to develop an effective Customer Relationship Management (CRM) strategy and build strong, lasting relationships with its customer base. Customer Preference refers to how customers evaluate or favor certain products or services over others. This research divides Customer Preference into three dimensions: Perceived Product, Perceived Price, and Perceived Promotion (Anojan Vickneswaran & T. Subaskaran, 2015). On the other hand, Customer Relationship Management is a strategic tool that helps companies gain deeper insights into customer needs and preferences. This information is crucial for developing long-term strategies based on customer data, such as purchasing patterns and brand preferences (Ullah & Narain, 2020). This research focuses on three CRM dimensions: Customer Attraction, Value Delivered to Customers, and Customer Engagement (Afolabi et al., 2016; Latif, 2019). The relationship between CRM and customer preferences is integral because CRM involves collecting, understanding, managing, and responding to customer preferences. This study aims to identify Comvee's customer preferences, explore how Comvee's CRM correlates with these preferences, and provide recommendations for developing a CRM strategy that aligns with customer preferences.

## B. RESEARCH METHOD

Initially, the researcher identified several symptoms experienced by Comvee, which led to the formulation of a problem statement. This problem statement was the foundation for selecting relevant literature and developing a specific hypothesis for the research. The research employed a quantitative approach using survey research to collect data. The survey was conducted via an online questionnaire created using Google Forms in Bahasa Indonesia to cater to Indonesian respondents. The questionnaire utilized a Likert scale, ranging from 1 to 5, with options including strongly disagree, disagree, neutral, agree, and strongly agree.



**Figure 2. Research Methodology**

Source: Research data, 2024

The study's population comprised individuals who follow Comvee on social media platforms like Instagram and TikTok and those who have engaged with Comvee's promotional or CRM activities through channels such as Comvee Pop-Up Booths, Shopee, the Comvee website, and Facebook Ads. As of February 27, 2024, the total population of TikTok (182) and Instagram (539) followers was 721. Using the Slovin Formula with a margin of error (e) of 0.1, the calculated sample size was 88.

Following the development of the questionnaire, a pilot test was conducted, including a viability test and a reliability test. The Pearson Correlation method was used for the validity test, and Cronbach's Alpha was used for the reliability test. The Kolmogorov-Smirnov method with a 95% confidence level was applied for the normality test to ensure the questionnaire's effectiveness in measuring indicators. Data collection could proceed if the pilot test confirmed the questionnaire's viability and reliability. If not, the questionnaire development process would be revisited.

Once the questionnaire was validated, data collection commenced through the online platform, utilizing various social media channels to reach the minimum sample size. Upon achieving the required number of respondents, the data analysis process began. Data analysis involved Descriptive Analysis, Spearman's Correlation Analysis, and Cross-tabulation Analysis, all conducted using the Statistical Package for the Social Sciences (SPSS)—the analysis aimed to draw conclusions and provide recommendations for the future development of Comvee.

### C. RESULTS AND DISCUSSION

This research examines the correlation between Customer Preference (variable X) and Customer Relationship Management (variable Y). Additionally, the study seeks to identify Comvee's Customer Preferences and use these insights to enhance the development of Comvee's Customer Relationship Management program. The normality test, conducted using the Kolmogorov-Smirnov test with the Lilliefors significance correction, revealed that Customer Preference is normally distributed ( $\alpha > 0.05$ ), whereas Customer Relationship Management is not ( $\alpha < 0.05$ ).

**Table 1. Kolmogorov-Smirnov Test Result**

Construct	Statistic	df	Sig.
Customer Preference	0.074	115	0.172
Customer Relationship Management (CRM)	0.113	115	<0.001

Source: Research data, 2024

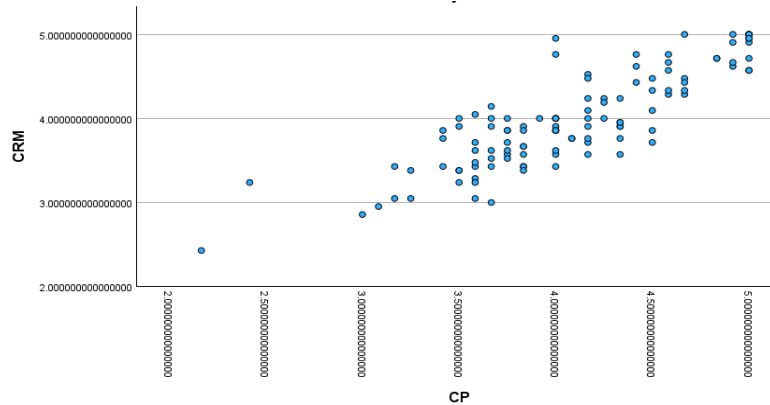
This finding impacts the subsequent analysis, as Customer Relationship Management is not normally distributed. Therefore, a non-parametric statistical method must be used for the analysis. Non-parametric methods do not assume a normal distribution and are more suitable for data that does not follow a normal distribution.

**Table 2. Spearman's Correlation Analysis Result**

Construct	CP			CRM		
	Correlation Coefficient	Sig. (2-tailed)	N	Correlation Coefficient	Sig. (2-tailed)	N
CP	1.000	.	115	.815**	<.001	115
CRM	0.815**	<.001	115	1.000	.	115

Source: Research data, 2024

Using Spearman's Correlation as the non-parametric test, the researcher obtained a correlation coefficient of 0.815, indicating a strong positive correlation between Customer Preference and Customer Relationship Management. This result shows that Customer Relationship Management also tends to increase as Customer Preference increases. Consequently, the development of CRM is positively related to higher levels of Customer Preference. Additionally, the p-value for the correlation is <0.001, indicating a highly significant relationship.



**Figure 3. Scatter Plot of CRM by CP**

Source: Research data, 2024

The scatter plot reveals an overall increasing trend, with higher Customer Preference (CP, value X) associated with higher Customer Relationship Management (CRM, value Y). However, the data appears scattered and less homogeneous despite this general trend. This variability suggests the presence of factors outside the construct influencing the data. Additionally, the scatter plot identifies several outliers: some at the lower end of CRM around CP values of 2 to 2.5 and others above the trend line at the higher end of CRM and around CP values of 4. The data analysis proceeds with Descriptive Analytics, detailed in the following table, which includes the mean ( $\mu$ ), standard deviation ( $\sigma$ ), median (Md), mode (Mo), minimum (Min), and maximum (Max) for each variable's measurement.

**Table 3. Descriptive Statistics Result Customer Preference**

Code	Measurement	$\mu$	$\sigma$	Md	Mo	Min	Max
CP11	Based on Instagram/Tiktok/Website/Shopee/Pop Up Booth Comvee that I have seen/visited, The quality of Comvee products meets my expectations for the quality of a fashion product	4.22	0.632	4,00	4	2	5
CP12	Based on Instagram/Tiktok/Website/Shopee/Pop Up Booth Comvee that I have seen/visited, Comvee products can provide comfort in dressing	4.25	0.686	4,00	4	2	5
CP13	Based on Instagram/Tiktok/Website/Shopee/Pop Up Booth Comvee that I have seen/visited, The adaptive features (magnetic button and zipper features) on Comvee products are very useful, making it easier for me to get dressed	4.37	0.668	4,00	5	2	5
CP14	Based on Instagram/Tiktok/Website/Shopee/Pop Up Booth Comvee that I have seen/visited, Comvee product design suits my needs for a fashion product	3.88	0.807	4,00	4	2	5
CP21	I feel that the price of Comvee products is comparable to the quality offered	4.10	0.742	4,00	4	2	5
CP22	Comvee product prices are following the features (adaptive features, materials, design) offered	4.21	0.755	4,00	4	2	5
CP23	I consider the prices of the products offered by Comvee to be affordable	3.67	0.915	4,00	4	1	5
CP24	The price of Comvee products is commensurate with the features it offers	4.13	0.789	4,00	4	2	5
CP31	Comvee's promotions are interesting	4.30	0.751	4,00	4	2	5
CP32	Comvee's promotions are informative	4.43	0.702	5,00	5	1	5

Code	Measurement	$\mu$	$\sigma$	Md	Mo	Min	Max
CP33	The promotions carried out by Comvee made me prefer this product over other products	3.57	1.009	3,00	3	1	5
CP34	The promotions carried out by Comvee are taken into consideration when I decide to buy clothes	3.75	0.981	4,00	4	1	5

Source: Research data, 2024

According to the descriptive analysis of Customer Preference, the Perceived Promotion dimension exhibits the highest and lowest assessment scales. Respondents consider Comvee's promotions informative and engaging, indicating that customers value clear and valuable communication. This aligns with findings that suggest customers prefer brands based on the perceived value of the information provided (Ilyas & Mustafa, 2022). Informative promotions can incentivize customers to purchase products that align with their preferences, as recent studies show that well-communicated promotions can convert a customer's need into a desire to buy new products (Sianto et al., 2023).

Despite the effectiveness of Comvee's promotions in being informative and interesting, they are not always sufficient to make customers prefer Comvee products over competitors' offerings. Non-promotional factors, such as competitors providing higher-quality products and customers' tendencies to overlook or undervalue product differences due to high industry standards, also play a role. Customer loyalty to existing products or brands can also influence preferences (Bolton et al., 2014).

Regarding the Perceived of Product and Perceived of Price dimensions, the highest ratings indicate that customers find Comvee's adaptive features (such as magnetic buttons and zippers) highly useful, facilitating ease of dressing. These features are perceived to be in line with the product prices, as reflected in the Perceived Price dimension. However, the lowest ratings for these dimensions suggest that customers feel Comvee's product design does not fully meet their fashion needs and that the products are not always considered affordable. Studies suggest less essential or appreciated items are less likely to be favored (Zhang & Chang, 2020). Customers prioritize products that are deemed important, especially in a competitive market (Bahety et al., 2022). Furthermore, price sensitivity significantly influences customer preferences, with less affordable products being less desirable (Zhang & Chang, 2020).

**Table 4. Descriptive Statistics Result CRM**

Code	Measurement	$\mu$	$\sigma$	Md	Mo	Min	Max
CRM11	The information provided by Comvee regarding the product is easy to understand	4.57	0.594	5,00	5	2	5
CRM12	The Comvee provides clear information about the value that customers will get	4.48	0.626	5,00	5	2	5
CRM13	The Comvee communicates clearly and effectively in carrying out promotions	4.42	0.649	4,00	5	2	5
CRM14	Comvee's communication encouraged me to buy Comvee products	3.72	0.932	4,00	4	1	5
CRM15	I feel that the Comvee promotion I received is relevant to my daily life	3.94	0.820	4,00	4	2	5
CRM16	I feel Comvee understands customer needs well through their promotions	4.21	0.707	4,00	4	2	5
CRM21	Comvee products seem to add good value to my spending	3.77	0.882	4,00	4	1	5
CRM22	I feel that the prices of Comvee products are competitive compared to other clothing products	3.97	0.816	4,00	4	2	5
CRM23	I am satisfied with the ratio of price and benefits offered by Comvee products	3.97	0.772	4,00	4	2	5
CRM24	I feel that the features offered by Comvee products seem useful and help my daily dressing activities	4.14	0.687	4,00	4	2	5
CRM25	I feel that Comvee products can provide comfort in my daily activities	4.26	0.650	4,00	4	2	5

Code	Measurement	$\mu$	$\sigma$	Md	Mo	Min	Max
CRM26	Comvee product promotions make me feel happy and interested	4.21	0.767	4,00	4	2	5
CRM27	Comvee product promotion represents my self-image	3.46	0.976	4,00	4	1	5
CRM28	I feel proud if I can use Comvee products	4.00	0.838	4,00	4	1	5
CRM29	Comvee products describe me as someone efficient in my activities	4.13	0.843	4,00	4	2	5
CRM31	Comvee products always catch my attention	4.10	0.788	4,00	4	2	5
CRM32	I consciously pay attention to the details of Comvee products	4.05	0.836	4,00	4	2	5
CRM33	I get excited every time I think about Comvee products	3.45	1.028	3,00	3	1	5
CRM34	I have always wanted to try the products Comvee has to offer	3.96	0.862	4,00	4	2	5
CRM35	Comvee helps me to connect in the Comvee Seekers community	3.21	1.143	3,00	3	1	5
CRM36	The programs (exhibitions, games, giveaways) offered by Comvee via Instagram or TikTok expand my social connections with other Comvee audiences	3.62	1.064	4,00	4	1	5

Source: Research data, 2024

The results of Customer Preference strongly correlate with Customer Relationship Management, as evidenced by alignment with research on CRM dimensions. Among these, "Effective Communication with Customers" within the Customer Attraction dimension received the highest rating. Comvee's current CRM program effectively delivers clear and understandable product information. However, despite clear communication and effective promotions, Comvee's efforts have not sufficiently encouraged customers to purchase its products. This finding is consistent with the Customer Preference results, which indicate that non-promotional factors can affect purchase decisions.

In the Customer Engagement dimension, "Social Connections" received the lowest rating, indicating that Comvee has yet to build a strong community or "Comvee Seekers" group. Conversely, the "Conscious Attention" indicator received the highest rating, showing that Comvee's products effectively capture customer interest. Analysis of the Value Delivered to Customers dimension reveals that Comvee products provide comfort in customers' daily lives, but the promotions fail to reflect customers' self-images.

These insights suggest that Comvee's marketing strategy could benefit from emphasizing unique product advantages, such as comfort, which has been shown to attract customer attention and influence purchase decisions (Liu et al., 2021). Enhancing promotions to align with customers' self-images can foster emotional connections and community building. When a brand's promotion resonates with customers' self-image, it strengthens emotional attachment and loyalty (Li et al., 2021). To build a sense of community, Comvee could consider organizing joint activities with customers who share similar values and self-images, particularly in cities like Bandung or Jakarta, where many of Comvee's social media followers are located.

**Table 5. Cross-tabulation Data Results of Age x Filtering Questions**

		Age				Total
		18-24 year	25-34 year	35-44 year	45-54 year	
<b>How did you find out about Comvee?</b>						
Instagram (@comvee.official)	Count	39	6	1	0	46
	% within Age	38,6	54,5	50,0	0,0	40,0
	% of Total	33,9	5,2	0,9	0,0	40,0
Instagram (@comvee.official), Pop-Up Booth Comvee	Count	21	3	0	0	24
	% within Age	20,8	27,3	0,0	0,0	20,9
	% of Total	18,3	2,6	0,0	0,0	20,9
Instagram (@comvee.official), Pop Up Booth Comvee, Shopee (Comvee Adaptive Official)	Count	2	0	0	0	2
	% within Age	2,0	0,0	0,0	0,0	1,7
	% of Total	1,7	0,0	0,0	0,0	1,7

		Age				Total
		18-24 year	25-34 year	35-44 year	45-54 year	
Instagram (@comvee.official), Shopee (Comvee Adaptive Official)	Count	0	1	1	0	2
	% within Age	0,0	9,1	50,0	0,0	1,7
	% of Total	0,0	0,9	0,9	0,0	1,7
Instagram (@comvee.official), Shopee (Comvee Adaptive Official), Website (Comvee Adaptive)	Count	0	0	0	1	1
	% within Age	0,0	0,0	0,0	100,0	0,9
	% of Total	0,0	0,0	0,0	0,9	0,9
Instagram (@comvee.official), TikTok (@comvee.official)	Count	7	0	0	0	7
	% within Age	6,9	0,0	0,0	0,0	6,1
	% of Total	6,1	0,0	0,0	0,0	6,1
Instagram (@comvee.official), TikTok (@comvee.official), Pop Up Booth Comvee	Count	12	0	0	0	12
	% within Age	11,9	0,0	0,0	0,0	10,4
	% of Total	10,4	0,0	0,0	0,0	10,4
Instagram (@comvee.official), TikTok (@comvee.official), Pop Up Booth Comvee, Shopee (Comvee Adaptive Official)	Count	6	0	0	0	6
	% within Age	5,9	0,0	0,0	0,0	5,2
	% of Total	5,2	0,0	0,0	0,0	5,2
Instagram (@comvee.official), TikTok (@comvee.official), Pop Up Booth Comvee, Shopee (Comvee Adaptive Official), Website (Comvee Adaptive)	Count	3	0	0	0	3
	% within Age	3,0	0,0	0,0	0,0	2,6
	% of Total	2,6	0,0	0,0	0,0	2,6
Instagram (@comvee.official), TikTok (@comvee.official), Pop Up Booth Comvee, Shopee (Comvee Adaptive Official), Website (Comvee Adaptive), Facebook Ads (Comvee)	Count	3	0	0	0	3
	% within Age	3,0	0,0	0,0	0,0	2,6
	% of Total	2,6	0,0	0,0	0,0	2,6
Instagram (@comvee.official), TikTok (@comvee.official), Shopee (Comvee Adaptive Official)	Count	2	0	0	0	2
	% within Age	2,0	0,0	0,0	0,0	1,7
	% of Total	1,7	0,0	0,0	0,0	1,7
Pop-Up Booth Comvee	Count	3	1	0	0	4
	% within Age	3,0	9,1	0,0	0,0	3,5
	% of Total	2,6	0,9	0,0	0,0	3,5
TikTok (@comvee.official)	Count	2	0	0	0	2
	% within Age	2,0	0,0	0,0	0,0	1,7
	% of Total	1,7	0,0	0,0	0,0	1,7
TikTok (@comvee.official), Pop Up Booth Comvee	Count	1	0	0	0	1
	% within Age	1,0	0,0	0,0	0,0	0,9
	% of Total	0,9	0,0	0,0	0,0	0,9
Total	Count	101	11	2	1	115
	% within Age	100,0	100,0	100,0	100,0	100,0
	% of Total	87,8	9,6	1,7	0,9	100,0

**Do you feel familiar with the promotional programs or activities carried out by Comvee?**

Yes	Count	101	11	2	1	115
	% within Age	100,0	100,0	100,0	100,0	100,0
	% of Total	87,8	9,6	1,7	0,9	100,0
Total	Count	101	11	2	1	115
	% within Age	100,0	100,0	100,0	100,0	100,0
	% of Total	87,8	9,6	1,7	0,9	100,0

**How often do you open or read content delivered by Comvee?**

2	Count	10	0	0	0	10
	% within Age	9,9	0,0	0,0	0,0	8,7
	% of Total	8,7	0,0	0,0	0,0	8,7
3	Count	41	6	1	1	49
	% within Age	40,6	54,5	50,0	100,0	42,6

		Age				Total
		18-24 year	25-34 year	35-44 year	45-54 year	
4	% of Total	35,7	5,2	0,9	0,9	42,6
	Count	34	4	0	0	38
	% within Age	33,7	36,4	0,0	0,0	33,0
5	% of Total	29,6	3,5	0,0	0,0	33,0
	Count	16	1	1	0	18
	% within Age	15,8	9,1	50,0	0,0	15,7
<b>Total</b>	% of Total	13,9	0,9	0,9	0,0	15,7
	Count	101	11	2	1	115
	% within Age	100,0	100,0	100,0	100,0	100,0
	% of Total	87,8	9,6	1,7	0,9	100,0

<b>Have you ever purchased a product from Comvee?</b>						
No	Count	95	8	1	0	104
	% within Age	94,1	72,7	50,0	0,0	90,4
	% of Total	82,6	7,0	0,9	0,0	90,4
Yes	Count	6	3	1	1	11
	% within Age	5,9	27,3	50,0	100,0	9,6
	% of Total	5,2	2,6	0,9	0,9	9,6
<b>Total</b>	Count	101	11	2	1	115
	% within Age	100,0	100,0	100,0	100,0	100,0
	% of Total	87,8	9,6	1,7	0,9	100,0
	% of Total	87,8	9,6	1,7	0,9	100,0

Source: Research data, 2024

**Table 6. Cross-tabulation Data Results of Age x Customer Preference**

		Age				Total	
		18-24 year	25-34 year	35-44 year	45-54 year		
<b>CP11</b>	2	Count	3	0	0	0	3
		% within Age	3,0	0,0	0,0	0,0	2,6
		% of Total	2,6	0,0	0,0	0,0	2,6
	3	Count	3	1	0	0	4
		% within Age	3,0	9,1	0,0	0,0	3,5
		% of Total	2,6	0,9	0,0	0,0	3,5
	4	Count	62	9	1	1	73
		% within Age	61,4	81,8	50,0	100,0	63,5
		% of Total	53,9	7,8	0,9	0,9	63,5
5	Count	33	1	1	0	35	
	% within Age	32,7	9,1	50,0	0,0	30,4	
	% of Total	28,7	0,9	0,9	0,0	30,4	
<b>Total</b>	Count	101	11	2	1	115	
	% within Age	100,0	100,0	100,0	100,0	100,0	
	% of Total	87,8	9,6	1,7	0,9	100,0	
	% of Total	87,8	9,6	1,7	0,9	100,0	
<b>CP12</b>	2	Count	3	0	0	0	3
		% within Age	3,0	0,0	0,0	0,0	2,6
		% of Total	2,6	0,0	0,0	0,0	2,6
	3	Count	5	2	0	0	7
		% within Age	5,0	18,2	0,0	0,0	6,1
		% of Total	4,3	1,7	0,0	0,0	6,1
	4	Count	54	7	1	1	63
		% within Age	53,5	63,6	50,0	100,0	54,8
		% of Total	47,0	6,1	0,9	0,9	54,8
	5	Count	39	2	1	0	42
		% within Age	38,6	18,2	50,0	0,0	36,5
		% of Total	33,9	1,7	0,9	0,0	36,5
	<b>Total</b>	Count	101	11	2	1	115
		% within Age	100,0	100,0	100,0	100,0	100,0
		% of Total	87,8	9,6	1,7	0,9	100,0
% of Total		87,8	9,6	1,7	0,9	100,0	
2	Count	6	1	0	0	7	



		Age				Total		
		18-24 year	25-34 year	35-44 year	45-54 year			
<b>CP14</b>	3	% within Age	5,9	9,1	0,0	0,0	6,1	
		% of Total	5,2	0,9	0,0	0,0	6,1	
		Count	23	1	0	0	24	
	4	% within Age	22,8	9,1	0,0	0,0	20,9	
		% of Total	20,0	0,9	0,0	0,0	20,9	
		Count	50	8	1	1	60	
	5	% within Age	49,5	72,7	50,0	100,0	52,2	
		% of Total	43,5	7,0	0,9	0,9	52,2	
		Count	22	1	1	0	24	
	<b>Total</b>	% within Age	21,8	9,1	50,0	0,0	20,9	
		% of Total	19,1	0,9	0,9	0,0	20,9	
		Count	101	11	2	1	115	
	<b>CP21</b>	2	% within Age	100,0	100,0	100,0	100,0	100,0
			% of Total	87,8	9,6	1,7	0,9	100,0
			Count	2	0	0	0	2
3		% within Age	2,0	0,0	0,0	0,0	1,7	
		% of Total	1,7	0,0	0,0	0,0	1,7	
		Count	20	0	0	0	20	
4		% within Age	19,8	0,0	0,0	0,0	17,4	
		% of Total	17,4	0,0	0,0	0,0	17,4	
		Count	47	8	1	1	57	
5		% within Age	46,5	72,7	50,0	100,0	49,6	
		% of Total	40,9	7,0	0,9	0,9	49,6	
		Count	32	3	1	0	36	
<b>Total</b>		% within Age	31,7	27,3	50,0	0,0	31,3	
		% of Total	27,8	2,6	0,9	0,0	31,3	
		Count	101	11	2	1	115	
<b>CP22</b>	2	% within Age	100,0	100,0	100,0	100,0	100,0	
		% of Total	87,8	9,6	1,7	0,9	100,0	
		Count	3	0	0	0	3	
	3	% within Age	3,0	0,0	0,0	0,0	2,6	
		% of Total	2,6	0,0	0,0	0,0	2,6	
		Count	12	2	0	0	14	
	4	% within Age	11,9	18,2	0,0	0,0	12,2	
		% of Total	10,4	1,7	0,0	0,0	12,2	
		Count	45	7	1	1	54	
	5	% within Age	44,6	63,6	50,0	100,0	47,0	
		% of Total	39,1	6,1	0,9	0,9	47,0	
		Count	41	2	1	0	44	
	<b>Total</b>	% within Age	40,6	18,2	50,0	0,0	38,3	
		% of Total	35,7	1,7	0,9	0,0	38,3	
		Count	101	11	2	1	115	
<b>CP23</b>	1	% within Age	100,0	100,0	100,0	100,0	100,0	
		% of Total	87,8	9,6	1,7	0,9	100,0	
		Count	1	0	0	0	1	
	2	% within Age	1,0	0,0	0,0	0,0	0,9	
		% of Total	0,9	0,0	0,0	0,0	0,9	
		Count	11	0	0	0	11	
	3	% within Age	10,9	0,0	0,0	0,0	9,6	
		% of Total	9,6	0,0	0,0	0,0	9,6	
		Count	30	4	0	0	34	
	4	% within Age	29,7	36,4	0,0	0,0	29,6	
		% of Total	26,1	3,5	0,0	0,0	29,6	
		Count	40	6	1	1	48	
	5	% within Age	39,6	54,5	50,0	100,0	41,7	
		% of Total	34,8	5,2	0,9	0,9	41,7	
		Count	19	1	1	0	21	
<b>Total</b>	% within Age	18,8	9,1	50,0	0,0	18,3		
	% of Total							

		Age				Total		
		18-24 year	25-34 year	35-44 year	45-54 year			
<b>Total</b>		% of Total	16,5	0,9	0,9	0,0	18,3	
		Count	101	11	2	1	115	
		% within Age	100,0	100,0	100,0	100,0	100,0	
<b>CP24</b>	2	% of Total	87,8	9,6	1,7	0,9	100,0	
		Count	2	0	0	0	2	
		% within Age	2,0	0,0	0,0	0,0	1,7	
	3	% of Total	1,7	0,0	0,0	0,0	1,7	
		Count	21	2	0	0	23	
		% within Age	20,8	18,2	0,0	0,0	20,0	
	4	% of Total	18,3	1,7	0,0	0,0	20,0	
		Count	39	7	1	1	48	
		% within Age	38,6	63,6	50,0	100,0	41,7	
	5	% of Total	33,9	6,1	0,9	0,9	41,7	
		Count	39	2	1	0	42	
		% within Age	38,6	18,2	50,0	0,0	36,5	
	<b>Total</b>		% of Total	33,9	1,7	0,9	0,0	36,5
			Count	101	11	2	1	115
			% within Age	100,0	100,0	100,0	100,0	100,0
<b>CP31</b>	2	% of Total	87,8	9,6	1,7	0,9	100,0	
		Count	4	0	0	0	4	
		% within Age	4,0	0,0	0,0	0,0	3,5	
	3	% of Total	3,5	0,0	0,0	0,0	3,5	
		Count	6	1	1	0	8	
		% within Age	5,9	9,1	50,0	0,0	7,0	
	4	% of Total	5,2	0,9	0,9	0,0	7,0	
		Count	47	4	0	1	52	
		% within Age	46,5	36,4	0,0	100,0	45,2	
	5	% of Total	40,9	3,5	0,0	0,9	45,2	
		Count	44	6	1	0	51	
		% within Age	43,6	54,5	50,0	0,0	44,3	
	<b>Total</b>		% of Total	38,3	5,2	0,9	0,0	44,3
			Count	101	11	2	1	115
			% within Age	100,0	100,0	100,0	100,0	100,0
<b>CP32</b>	1	% of Total	87,8	9,6	1,7	0,9	100,0	
		Count	1	0	0	0	1	
		% within Age	1,0	0,0	0,0	0,0	0,9	
	2	% of Total	0,9	0,0	0,0	0,0	0,9	
		Count	1	0	0	0	1	
		% within Age	1,0	0,0	0,0	0,0	0,9	
	3	% of Total	0,9	0,0	0,0	0,0	0,9	
		Count	3	1	1	0	5	
		% within Age	3,0	9,1	50,0	0,0	4,3	
	4	% of Total	2,6	0,9	0,9	0,0	4,3	
		Count	43	5	0	1	49	
		% within Age	42,6	45,5	0,0	100,0	42,6	
	5	% of Total	37,4	4,3	0,0	0,9	42,6	
		Count	53	5	1	0	59	
		% within Age	52,5	45,5	50,0	0,0	51,3	
<b>Total</b>		% of Total	46,1	4,3	0,9	0,0	51,3	
		Count	101	11	2	1	115	
		% within Age	100,0	100,0	100,0	100,0	100,0	
<b>CP33</b>	1	% of Total	87,8	9,6	1,7	0,9	100,0	
		Count	3	0	0	0	3	
		% within Age	3,0	0,0	0,0	0,0	2,6	
	2	% of Total	2,6	0,0	0,0	0,0	2,6	
		Count	9	1	0	0	10	
		% within Age	8,9	9,1	0,0	0,0	8,7	
	% of Total	7,8	0,9	0,0	0,0	8,7		

		Age				Total	
		18-24 year	25-34 year	35-44 year	45-54 year		
3	Count	39	6	0	0	45	
	% within Age	38,6	54,5	0,0	0,0	39,1	
	% of Total	33,9	5,2	0,0	0,0	39,1	
4	Count	27	3	1	1	32	
	% within Age	26,7	27,3	50,0	100,0	27,8	
	% of Total	23,5	2,6	0,9	0,9	27,8	
5	Count	23	1	1	0	25	
	% within Age	22,8	9,1	50,0	0,0	21,7	
	% of Total	20,0	0,9	0,9	0,0	21,7	
<b>Total</b>	Count	101	11	2	1	115	
	% within Age	100,0	100,0	100,0	100,0	100,0	
	% of Total	87,8	9,6	1,7	0,9	100,0	
<b>CP34</b>	1	Count	2	0	0	0	2
		% within Age	2,0	0,0	0,0	0,0	1,7
		% of Total	1,7	0,0	0,0	0,0	1,7
	2	Count	7	2	0	0	9
		% within Age	6,9	18,2	0,0	0,0	7,8
		% of Total	6,1	1,7	0,0	0,0	7,8
	3	Count	31	3	0	0	34
		% within Age	30,7	27,3	0,0	0,0	29,6
		% of Total	27,0	2,6	0,0	0,0	29,6
	4	Count	35	4	1	1	41
		% within Age	34,7	36,4	50,0	100,0	35,7
		% of Total	30,4	3,5	0,9	0,9	35,7
	5	Count	26	2	1	0	29
		% within Age	25,7	18,2	50,0	0,0	25,2
		% of Total	22,6	1,7	0,9	0,0	25,2
<b>Total</b>	Count	101	11	2	1	115	
	% within Age	100,0	100,0	100,0	100,0	100,0	
	% of Total	87,8	9,6	1,7	0,9	100,0	

Source: Research data, 2024

## Discussion

The analysis indicates that Comvee's Customer Relationship Management (CRM) program requires significant optimization. The low conversion rate of 9.6% among 115 respondents suggests that the current CRM strategy has not effectively converted engagement into sales. Additionally, the frequency with which respondents view Comvee's content online is relatively low, with 42.6% rarely interacting with the content. To address this, Comvee needs to focus its marketing efforts on the most effective channels. Popular among the 18-24 and 25-34 age groups, Instagram should remain a primary focus for promotional activities. The use of Meta Business Suite to run ads on both Instagram and Facebook should be maximized, although current results are minimal due to recent activation. Moreover, TikTok shows potential for reaching the 18-24 age group, so creating engaging content tailored to this platform could enhance engagement within this demographic.

Comvee should tailor promotional materials to the specific preferences and emotional and cognitive engagement of different age groups to improve content relevance. Content should emphasize the functionality and benefits of Comvee's products, such as adaptive features and overall comfort. For the 25-34 age group, intensify promotions through Pop-Up Booths, Shopee, and websites, while for the 18-24 age group, focus on TikTok to capture their attention. Differentiating marketing channels is crucial to ensure promotions are directed at the appropriate target markets, avoiding ineffective spending on uninterested audiences and enhancing overall marketing efficiency. Additionally, the CRM program should be optimized by incorporating insights into customer preferences to better align with the needs and behaviors

of various customer segments. By implementing these recommendations, Comvee can improve the effectiveness of its CRM program, increase engagement, and ultimately boost conversion rates.

#### **D. CONCLUSION**

This research aims to identify Comvee's customers' preferences, understand how Comvee's Customer Relationship Management (CRM) correlates with these preferences, and provide recommendations for enhancing Comvee's CRM strategy to align with customer preferences. The study involved distributing a questionnaire to 115 respondents, all followers of Comvee on Instagram and/or TikTok. The data was analyzed using Descriptive Analysis, Spearman's Correlation Analysis, and Cross-tabulation Analysis with the help of Statistical Package for the Social Sciences (SPSS). Spearman's Correlation analysis revealed a strong positive correlation of 0.815 between Customer Preference and CRM, confirming the hypothesis that "There is a correlation between Customer Preference and Customer Relationship Management in Comvee."

The findings indicate that while Comvee's customers value effective communication of promotions and clear product value, these factors alone are insufficient to drive purchases. Other non-promotional factors, such as competitor product quality, customer loyalty to similar brands, product suitability, and price affordability, also play significant roles in purchase decisions.

To improve CRM, it is recommended that Comvee optimizes its social media presence to better target the market age group of 25-34 years. Emphasis should be placed on the product's functionality, benefits, and value, ensuring that promotions are as relatable as possible. Additionally, customers indicated that Comvee's CRM program does not fully reflect their self-image or foster a sense of community among customers. Therefore, strengthening offline presence and community-building efforts through Pop-Up Booths and community events is advisable.

The research faced limitations, including a small sample size of Comvee's social media followers and a limited number of respondents from older age groups, affecting the reliability of the data and its analysis. Given that older age groups show higher purchasing trends, expanding the demographic scope of data collection is essential. Future research should aim to include a more diverse age range and analyze a sufficient amount of purchase data to gain deeper insights into CRM effectiveness. Additionally, incorporating filtering questions about respondents' frequency of engaging with Comvee's promotional activities and their experiences can help mitigate potential response bias.

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