

OPTIMIZING PET SHOP OPERATIONS: A STUDY ON THE INTEGRATION OF CUSTOMER RELATIONSHIP MANAGEMENT TACTICS

ABSTRACT

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Optimizing operations and enhancing customer loyalty are essential for the sustained success of pet shop businesses. In recent years, there has been a significant shift from traditional mass marketing to customer-specific targeting, emphasizing the importance of customer-oriented strategies. This study evaluates the strategies employed by pet shop owners to improve operational efficiency and build stronger customer loyalty. This research investigates the effects of customer segmentation, operational efficiency, and customer loyalty on overall business performance. A survey questionnaire was distributed to 25 pet shop owners. The demographic distribution of respondents was analyzed based on sex and length of service. The study utilized tabular data presentation, statistical analysis, and weighted mean interpretation to assess the key variables. The study found that the respondents were unevenly distributed in terms of sex and length of service. The overall weighted mean for the assessment of pet shop operations and customer loyalty was 3.67, interpreted as Strongly Agree. Among the variables, customer loyalty received the highest weighted mean of 3.79 (Rank 1, Strongly Agree), followed by customer segmentation with 3.63 (Rank 2, Strongly Agree), and operational efficiency with 3.60 (Rank 3, Strongly Agree). The findings indicate that prioritizing customer loyalty strategies and operational optimization enhances business performance and profitability. The results affirm that customer segmentation, operational streamlining, and trust-building are crucial for long-term sustainability. Pet shop owners are encouraged to implement customer-centric approaches to strengthen loyalty and ensure operational success.

RECOMMENDED CITATION

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