

SOCIETY 5.0 LEADING IN THE BORDERLESS WORLD

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SOCIETY 5.0: LEADING IN THE BORDERLESS WORLD

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EDITORIAL

Spirituality and Humanity to Prepare for Technological Advancement in Society 5.0

Nowadays, with a face paced development of science and technology, we are surrounded by innovation in enabling technologies such as Artificial Intelligence (AI), Internet of Things (IoT) and robotics. Many scientist and expert are concerned if someday this technology is no longer helping people but mutated into a technological monster. With that possibility of the technology take over humanity, Japanese government announced the term society 5.0. The concept of society 5.0 is presented by Japanese cabinet in January 2016 as a core concept for their basis of economic and policy management. It also aimed for the investment of the future of mankind. It is aimed to balance the technology with a human centred approach. A study has outlined how this human centred society is envisioned to be aligned with Sustainable Development Goals (SDG such as ending poverty through Ed-Tech (Education Technology) or through AgriTech (Shiroishi et al., 2018).

Indonesia as a country with the 4th largest population in the world has not yet fully aware with human centred approach for technologies. Yes, it is true that our younger generation, millennial and generation Z begin to develop and utilize IoT and AI. For instance, the development of e-Fisheries with an aim to help fisherman automatically feeding their fishes in due time with a sensory intelligence machine. However, the utilization of those technology is far more behind those in developed country. Indonesia is still on their 4.0 stage. While we are still in the beginning of 4.0, it is important to considered what we valued the most to prepare for 5.0 : our construction of spirituality and humanity.

As a country with five major religion, and our first Pancasila stated to “Believed in God”, the construction of spirituality is very important. Spirituality comes from within us that we have a higher calling to do what’s good, what’s moral, and what not from our belief system. By

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standing on these main principals of being a Moslem, we are keen on walking ahead to face the development of the technology without worry.

In preparing for the society 5.0, it is necessary for us to have a strong principle at hearts that based on our belief system. When we possess a strong spirituality, we have a tendency to be kind to other people. Kindness is the basis of practicing humanity. When we are not judging why someone do what they do, but rather inquire why, we value them as a human. Therefore, we practice humanity.

To face technological advancement, we do not need to be smarter than the technology. As its purpose is smarter than us, to help us, we are human, need to construct our spirituality and the humanity so that we won't be lost in the advancement of technology. We stand by our principle to face a fast-changing world driven by technologies. We will be a far more superior than those enabling technologies by instilling what we had all along, our belief and our ability to be kind.

Diah Karmiyati



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Customer Loyalty Current Stereotypes and Challenges

Mu`ah, MM, M.Pd¹

Introduction

The world is experiencing massive development in various sectors. The emergence of facilities that ease people seem to emphasize that there have been significant changes related to shifting fundamental activities in public space. Moreover, the intense competition in the industrial and business sectors to the dynamic transformation of economic movements are concrete evidence that the times are no longer dictated by expectations, but mathematical algorithmic maps and wild thoughts that can reach every need in life. As a result, this condition forces economic actors to compete in creating various innovative changes. For instance, businesses and consumers have made a significant movement through the use of digitized tools to make efficient transactions, disregarding the limitations of space and time.

Referring to this phenomenon, Indonesia, one of the countries with the largest population in the Southeast Asia, has its own challenges and demands in driving the economy of primary escalation. Various efforts have been accommodated by the central government, provincial and regional governments. In fact, approaches that involve various elements are also necessary, such as approaches which involve academics and cultural movements from mass organizations and non-governmental organizations in order to stimulate business actors to remain independent in their economic efforts. This means that economic movement is not only initiated from one door, but also other doors so that inclusiveness formed of the elaboration and support of various elements in the framework of economic empowerment can be controlled properly and appropriately.

Globalization has demanded that business competition no longer talks about the boundaries of the local market, but creates new

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stereotypes so that people dare to compete independently in the global market. The trend of the startup business through the popular mentions such as Unicorn and Decacorn as the spearhead of the rise of world economic competition seems to be a symbol that competition and new-style economic development are beginning to be oriented towards the role of cutting-edge technology that can facilitate human activities. This makes business actors from various lines start thinking about alternatives in the future by utilizing mentoring programs, trainings, and accurate strategies to result in new thinking patterns. This is to say that business actors are required not only to penetrate the market but also to create market faucets independently. It then becomes crucial to have a basic understanding regarding theoretical approaches as well as practical relevance in order to be adaptive to upcoming changes, especially in understanding the behavior patterns and characteristics of consumers and customers in accordance with the acceptable conditions and the type of business.

Current Customer Loyalty and Consumer Stereotypes

A customer is a buyer of products that have been produced or marketed, and purchases the product repeatedly (loyal). Meanwhile, by definition, Griffin states that customers are more directed to the context of "custom" in the company, namely making something into a habit thus practicing the habit. So it can be concluded that a customer is someone who buys, uses and makes purchases periodically in a certain phase or period of time. Customers are the most important element in the economy sustainability. Therefore, one of observable development of a business or business can be seen from the consistency of customers feeling that their needs are fulfilled by the goods or services through the business. This makes customer interest in the selected product is the most important point in carrying out economic activities. Creating satisfaction with customers is an absolute thing that business actors must do in order to gain trust.

Customer loyalty can also be influenced by several factors including attention, trust, protection and accumulative satisfaction. Attention is required, since it is the condition in which business people overcome various problems and satisfy expectations and needs of customers. Treated this way, customers will become more satisfied and loyal. In other words, the greater the attention provided to customers, the more

likely customers become loyal. Secondly, trust that usually arises from parties that have been in a relationship for a long time. If the trust is high, the relationship with the customer will be stronger. The third is protection. Providing protection is the obligation of business actors to make customers not worry about various possibilities that may occur. Finally, Accumulative Satisfaction, which is a total assessment of the various transactions carried out, so that the company can find out where customer satisfaction lies.

Business actors commonly regard customers as sources of variation in marketing processes, meaning that the more they know about customers, the better the quality of service provided. This will automatically also have an impact on customer loyalty. The use of various possibilities and opportunities to identify the characteristics of customer is an integral step to create an effective strategy as a benchmark in improving the quality of service in the business involved.

The exploration of various business models certainly creates a new climate with regards to current consumer trends. The new lifestyle seems to leave consumers with no choice but to perform activities more efficiently when making economic transactions. The presence of technology makes consumers more complacent by the conveniences, which then result in over-consumptive behavior. On the other hand, this is also an advantage for business actors to create new areas to satisfy consumer needs. Today's consumers, therefore, can be assumed as someone who purchases goods and services using facilities that exist around them. That said, basic needs are no longer limited to problems, but economic functions which have been transformed into a lifestyle.

Findings: East Java and Lamongan in *Local Coffee Shop* Business

The trend of millennial terms began to echo in various parts of Indonesia. This has resulted in an intense competition in the business sector to attract customers, especially millennial teenagers, by bringing in contemporary nuances into the products. One of these business trends is the *local coffee shop* business. Besides having a function as a stopover for simply drinking tea, coffee and snacks, the local coffee shop, seems to have been transformed into a place to gather, exchange ideas and expand the network and even serve as a communication space for entrepreneurs. These functions have made the coffee shop inseparable from their daily needs.

East Java is one of the provinces that where coffee shop businesses develop. The data uploaded by the Central Statistics Agency (BPS) in 2018 calculated that there are currently 1341 coffee shop businesses spread across various districts or cities in East Java. Surabaya as the provincial capital is noted as a district with the most significant increase, compared to other districts or cities. This can be said that that the lifestyle and economic strength of the people affect the high and low quantity of this coffee shop business.

Geographically, Lamongan Regency is one of the districts which is adjacent to Surabaya. This indirectly impacts the coffee shop business in the regency. With so much competition, it will increase the competitiveness of the local coffee shop business 'players'. Proper innovations are therefore needed to make business actors achieve the customer satisfaction, thus create a fair competition.

In his study entitled “The Role of Café Atmosphere and Product Quality in Shaping Consumer Trust and Loyalty to Increase the Competitiveness of Local Coffee Shop”, the author concludes that the cafe atmosphere has a positive and significant effect on consumer trust and loyalty. Furthermore, product quality has a positive and significant effect on consumer trust and loyalty. Then, consumer confidence has a positive and significant effect on competitiveness and the atmosphere of the café also affects competitiveness. Finally, product quality also has a positive effect on competitiveness.

Based on these findings, in order to increase the competitiveness of a coffee shop two things can be used to attract consumers, namely first, the quality of the product and secondly, the good atmosphere or condition in accordance with consumer expectations. This in turn can open up opportunities for business actors to attract new customers. The emergence of trust and loyalty from consumers are also of important variables to consider so that customers become more attracted to various things related to the business being run.

Conclusion: UMKM Go-International and Realistic Targets

In the midst of the economic crisis that occurred, the state should have begun to focus on facilitating business actors in the primary domain. Referring to the findings that have been above mentioned by the author which emphasizes product quality and atmosphere, the importance of trust and consumer loyalty can be used as a standard

in which Micro, Small and Medium Enterprises (MSMEs) can have an equal opportunity to create competition in a wider sector. That said, a stronger push is needed so that Micro, Small and Medium Enterprises (MSMEs) are able to compete and dare to grab customers in the global market constellation.

Seeing the increasingly open market opportunities, business actors are expected to receive maximum services and encouragement from various parties. This can motivate them to actively develop and keep up with the transformations of the times. Technological literacy and mastery of international languages as basic demands should be the government's top priorities so as to enable business people to surf anytime and anywhere to carry out various economic activities and transactions. Given this situation, it is not impossible for Micro, Small and Medium MSMEs as a small industry labeled Go-Public to achieve it, therefore a good effort to accommodate each problem is necessary.

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