



## **AN E-REPAIR DESIGN WITH THE USE OF E-CRM ON MUSTIKA COM BASED ON THE WEBSITE**

**Popi Sandra Dewi<sup>1,\*</sup>, Edi Kurniawan<sup>2</sup>, Yori Apridonan M<sup>3</sup>**

<sup>1,2,3</sup>Program studi Sistem Informasi STMIK Royal Kisaran  
Jl. Prof.H.M.Yamin No. 173 Kabupaten Asahan Sumatera Utara

doi: [10.22216/jod.v7i1.883](https://doi.org/10.22216/jod.v7i1.883)

\*Correspondence should be addressed to [popisandradewi14@gmail.com](mailto:popisandradewi14@gmail.com)

This is an open access article distributed under the [Creative Commons Attribution License](https://creativecommons.org/licenses/by/4.0/).

---

### **Article Information**

Submitted :  
[03 March 2022](#)

Accepted :  
[25 April 2022](#)

Published :  
[01 May 2022](#)

### **Abstract**

Today, technology is used as an information medium, changing the way people work and enabling the transition from traditional systems to today's sophisticated systems. The Covid19 pandemic limits all human activities that require you to do everything you can at home, such as work, education, economics and society. Mustika Com is a computer store based on the repair and sale of spare parts for computers affected by the COVID 19 pandemic. A systematic functional repair or E-repair itself is certainly very helpful to the community. Therefore, a technology-based solution is needed to solve it, and the implementation needs to be improved. CRM or customer relationship management is an interactive method of customer relationship management that focuses on customer relationship development. ECRM, on the other hand, uses technology in the container of the more interactive CRM functionality itself. Features implemented in this system include contact management, customer database, reports, GPS tracking, sales automation and tracking, email integration, product database, and chat integration. It was concluded that good results were obtained by measuring the system usability scale (SUS), starting with a black-box test that gave good results from system design to implementation. The measurement results showed a score of 75 on a good rating scale.

**Keywords:** CRM, E-CRM, E-Repair, Computer Spareparts, Mustika Com

---

## **1. Introduction**

Today brings us to face changing times that are very different, changes occur in every aspect and which is highly developed namely technology. Technology is a way or method for engineering data, and information systems can help or encourage human work to run more effectively and efficiently to produce higher quality products [1]

Mustika Com is an independent business engaged in repairing computers, laptops, printers, and other electronic devices that support both software and hardware and selling a sparepart computers.

Customer relationship management, is an interactive method of customer relationship management that focuses on customer relationship development [2].

ECRM is the use of technology to meet and meet customer demands [3].

The features contained in a Customer Relationship Management system of all these features work complementary to achieve maximum results.

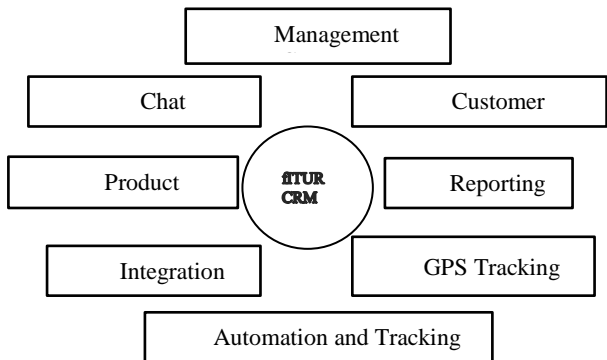


Figure 1 CRM Features

A system is a component or process that is systematically integrated and has a common goal to achieve a particular goal [4]. The purpose is to explain the limitations and scope of database applications and the perspectives of key users [5].

PHP is an open source programming language dedicated to web development that can be embedded in HTML. PHP is one of the web programs for applications that run on a web server (server-side programming) [6].

MySQL is a relational database management system. A type of database commonly used to create dynamic websites [7] that can store data in various tables.

**2. Method**

An investigation method is a method or method of finding a solution to a problem. The method used in this study is qualitative. The data acquisition techniques used in this study are:

- a. Observation  
Observation is a way of collecting data by observing and systematically recording what is being investigated.
- b. Interview  
Researchers interact directly with the owner of Mustika Com. On that occasion, the author interviewed Mr.

Didi Irwandi as the owner or owner of Mustika Com.

c. Literature review

Literary studies are a method of collecting data and information by conducting library activities related to ongoing research, such as past research journals

**3. Result and Discussion**

**A. Web System Development**

1. Use Case

The user case diagram in this design shows the interaction of actors with the system

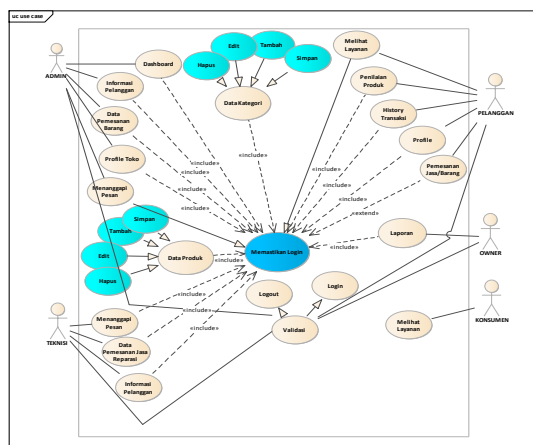


Figure 2 Use case diagram

**B. Implementation and Result**

The implementation and the results can be seen in the following pictures:

1. Customer page view

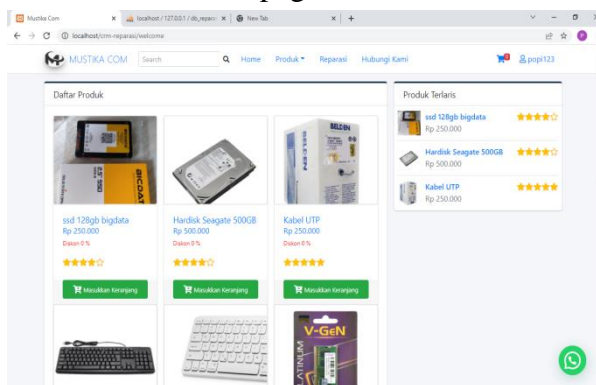


Figure 3 Customer Page

In customer page view after customer login on the site then customer can shop for sparepart computer or booking the

reparation customer also can see everything product this site.

### 2. Admin Main page

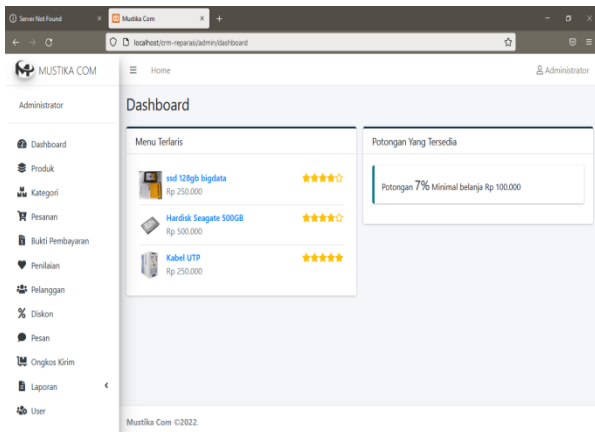


Figure 5 Admin Main Page

For this section is admin main page, in this page have a tools to recognize about product on mustika Com

### 3. Technician Homepage

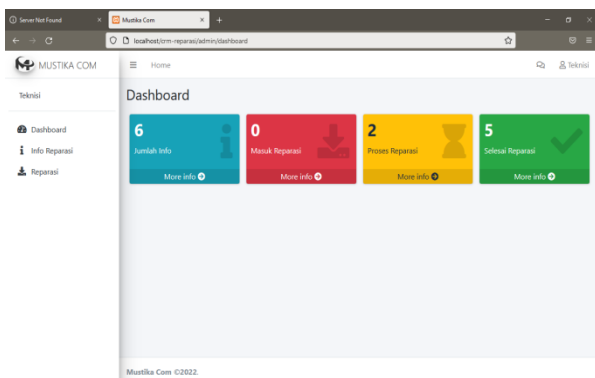


Figure 6 Technician Homepage

Technician home page is main page for technician to recognize reparation from customer

### 4. Checkout Page

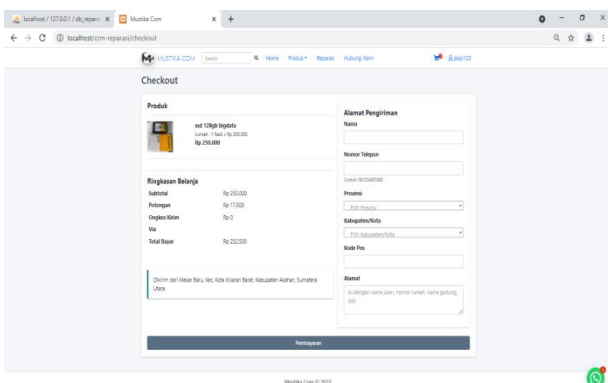


Figure 7 Checkout Page  
Checkout page for customer If them want to checkout the product.

### 5. Page of Detail E-Repair Order

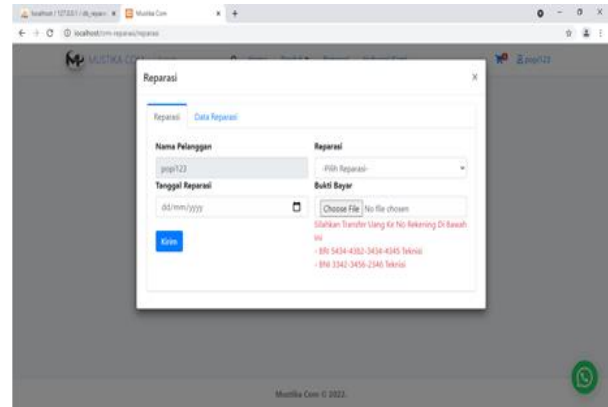


Figure 8 Page of Detail E-Repair Order

This page for customer if customer want to booking a reparation.

### 6. Reporting Page

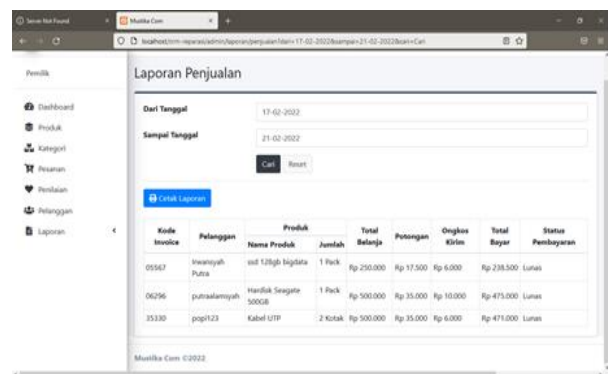


Figure 9 Reporting Page

Reporting page is for owner see about selling on Mustika Com

## C. Discussion

After the creation of an e-repair system with the use of e-crm, it is hoped that it can help the public in ordering computer repairs and purchasing computer spare parts, especially in the era of the pandemic COVID-19.

And for the mustika com shop itself, of course, it can develop and appreciate the

shop itself from the technology side by developing a website-based system. And then of course, the convenience provided by the system in shopping and ordering repair services is a distinct advantage of the system.

#### 4. Conclusion

Based on testing on the e-repair design and the use of e-CRM on Mustika Com, several conclusions can be drawn including the following:

1. The e-repair system using e-CRM is designed using the PHP programming language with MySQL database.
2. The CRM concept implemented in the e-repair design consists of contact management, customer database, reporting, GPS tracking, sales automation, and tracking, email integration, product database, and chat integration.
3. With the e-repair system using e-CRM, it is said to be very helpful for Mustika Com in managing the store. With tests carried out by the System Usability Scale (SUS) method, this system is said to be good with a good scale grade with a value of 75.

#### References

- [1] Y. Wahyudin and D. N. Rahayu, "ANALISIS METODE PENGEMBANGAN SISTEM INFORMASI BERBASIS WEBSITE : A LITERATUR REVIEW lepas dengan System Development Life Cycle yang terdiri dari teks , gambar , suara animasi," vol. 15, pp. 26–40, 2020.
- [2] R. P. Ramadhan, F. Trisnawati, S. Informasi, and T. Elektro, "Implementasi Sistem Customer Relationship Management ( CRM ) Pada CV Dian Abadi Jaya," vol. 1, no. 1, pp. 1–11, 2021.
- [3] I. Irmal, E. Gustiarani, and D. Sunarsi, "Pengaruh E-Marketing Dan E-Crm Terhadap E-Loyalty

- Pengunjung Situs Website Www.Cangkirbogar.Com," *J. Ekon. Ef.*, vol. 2, no. 2, pp. 326–332, 2020.
- [4] N. A. Rahmawati and A. C. Bachtiar, "Analisis dan perancangan sistem informasi perpustakaan sekolah berdasarkan kebutuhan sistem," *Berk. Ilmu Perpust. dan Inf.*, vol. 14, no. 1, p. 76, 2018.
  - [5] M. indrajani, S.Kom., *database design alla in one*. jakarta: PT Elex Media Komputindo, 2018.
  - [6] O. Pahlevi, A. Mulyani, and M. Khoir, "Sistem Informasi Inventori Barang Menggunakan Metode Object Oriented Di Pt. Livaza Teknologi Indonesia Jakarta," *J. PROSISKO*, vol. 5, no. 1, 2018.
  - [7] B. Web, P. Sella, L. A. Saputra, and F. Trisnawati, "Aplikasi E-Crm Dalam Pemasaran Kerajinan Khas Lampung," vol. 1, no. 1, pp. 1–10, 2021.