THE EFFECTIVITY OF E-BRANDING IMPLEMENTATION WITH CRM CONCEPT ON INCREASED SALES AT CATERING BUSINESS IN PADANG CITY

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Abstract

Micro, small and medium enterprises are a business sector that is very helpful in various aspects of the Indonesian economy. In the city of Padang has various types of SME businesses. One of them is Catering. The development of the catering business in this city is very rapid because of the many people's interest in using these services. As a result, there was competition between businesses that showed a significant impact on the catering business so that each of these businesses had to be able to create their own market by creating a brand for their catering business. This research was conducted to determine the effectiveness of the implementation of e-branding UKM Catering Padang City with the concept of CRM (Customer Relationship Management) to increase sales. The results of this study are the determination of the effectiveness of e-branding that has been carried out on the level of marketing and income obtained by SMEs, which have benefits as a form of actualization of the character of the UKM Catering business and to support marketing so that sales increase and increase competitiveness appears. The method used is Customer Relationship Management (CRM).

Keyword : Information Systems, CRM, SME's, Branding

INTRODUCTION

The development of internet technology and the ease of access of various communication equipment, have an influence on the style of consumers to shop effectively and efficiently. The role of web-based electronic commerce in business competition demands more creative and innovative ways to pamper consumers to remain loyal. The rapid development of technology causes new things to be easily imitated by others, so that the role of customer service becomes important[1]. One thing that must be considered in competition is how after consumers receive and feel the benefits or value of a product, these consumers have loyal behavior, a sense of satisfaction and commitment to the product [2].

Both satisfaction and dissatisfaction are after-purchase assessments, where the alternatives chosen are at least the same or exceed customer expectations[3]. Customers who are satisfied with the company's continuous service will lead to customer loyalty. Customer loyalty has a positive correlation with business performance[4]. One way to get or retain customers is to do Customer Relationship Management (CRM) properly, so that the

relationship between the customer and the company can be started, maintained, and maintained. Customer Relationship Management (CRM) is an information technology that will be able to solve problems, because the purpose of CRM is to get the core concept of the customer and put it in the application framework for the use of E-Commerce based information technology [5].

In Ishak Kholil's research, he discusses the application of E-CRM in increasing the competitiveness of small and medium enterprises, and according to the results of this study, CRM can help SMEs develop new products based on complete knowledge of customer desires, market dynamics and competitors. This research was conducted to develop CRM software for micro, small and medium enterprises [6]. There are still few SMEs realizing that the use of information technology is a necessity that cannot be avoided by any business that wants to put itself at the forefront of an industry.

CRM (Customer Relationship Management) is a strategy used to acquire customers, strengthen relationships with customers (enhance) and retain customers (retain), and services that aim to increase customer satisfaction, operational, analytical, collaborative are components CRM. The use of this theory is expected to solve the above problems [7].

The business that is currently developing the fastest is catering. Many people need this service business. A catering business is a general term for entrepreneurs who serve orders of various kinds of dishes and drinks that involve equipment for the needs of parties and agencies that are prepared at a certain time and place. The increasing demand for catering services led to the emergence of many new catering SMEs that have entered this business, thus making the competition even tighter. At the ASEAN Economic Community (AEC) forum in 2007, SMEs were required to make changes to increase their competitiveness in order to continue and develop. One of them is by using information technology (IT) . According to research (Muhammad Rozahi Istanbul, 2010) in the title view of corporate resource management using information technology to increase the competitiveness of small and medium enterprises, IT use can improve business transformation. through speed-accuracy and efficiency of large amounts of information exchange. This makes the catering SMEs experience more challenging to be able to maintain their existence and also develop their business. For small and medium enterprises (UKM) such as catering in the city of Padang, it is very important to create a brand so that it is better known by the public. The creation of E-Branding has benefits as an actualization of character for catering UKM [8]. Therefore, a brand is needed for the type of product to be

marketed so that there is high public interest in purchasing.

Brand and branding are two very different things. Brand is the same as brand. Brand is a name, term, symbol, design or a combination thereof which is shown to identify and differentiate (distinguish) a seller's goods or services from another seller's goods or services [9]. Meanwhile, Branding is a collection of communication activities carried out by a company in the context of the process of building and raising a brand. According to the head of the Padang City Bappeda in 2015 regarding regional development based on information technology, one of which is the utilization of information technology advances so that public services can be accessed easily and cheaply by the community[10].

METHOD

In this chapter, the description of research work is described. This research begins by identifying the problem of the effectiveness of the implementation of E-branding UKM Catering using the concept of CRM (Customer Relationship Management) which helps to have a major influence on customer purchasing power.
The research objective is to see the effectiveness of the implementation of e-branding UKM Catering in Padang city with the CRM concept.
In the next stage, data collection was carried out by direct observation.

This research framework is carried out and implemented in a systematic way as a guide for researchers in carrying out research so that the results achieved do not deviate from predetermined goals. This research framework represents the steps that will be taken in order to solve the problems to be discussed.
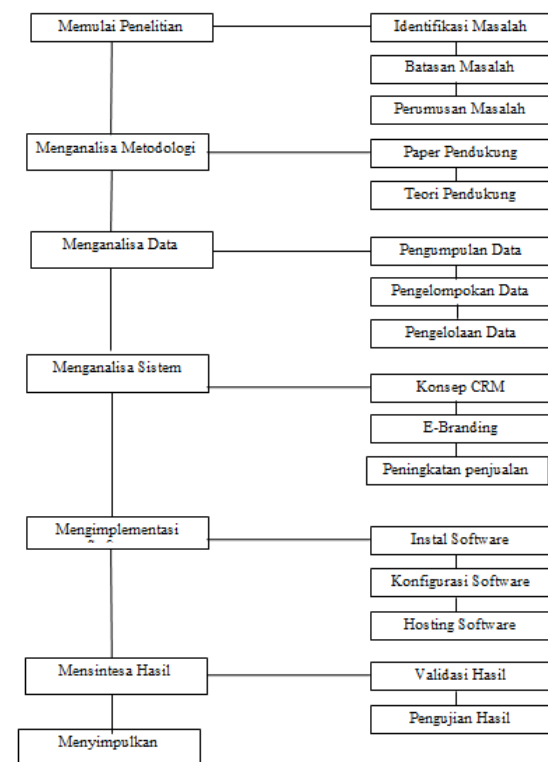The framework for conducting this research is as follows:

Figure 1. Research Framework

Start Research
At this stage, problem identification is carried out which aims to identify the problem to be studied, the problem boundary aims to get good and directed research results, it is necessary to limit the

problem so that the preparation of this final project does not deviate from the objectives to be achieved, the problem formulation aims to explain outline the problems faced in the research.

Analyzing Methodology

At this stage, an analysis of the methodology used includes supporting materials and supporting theories and other things needed to complete the research.

Analyze Data

At this stage, a literature study is carried out which aims to find out what methods will be used to solve the problems to be studied which will later become a strong reference for researchers in applying a method used. In the implementation of this research, data was collected to know more about the system being studied. Data collection was carried out directly at Family Catering Padang. Data collection is also carried out via the internet.

Analyze System

At this stage, the catering business is analyzed using the CRM concept.

Conclusion

 Where at this stage the system refinement is carried out, after testing both application testing and testing of data as a whole so that a data processing occurs quickly and precisely in the designed system.

Customer Relationship Management Phase

CRM consists of the following phases:

Acquiring new customers (Aquire): Good service, creative innovation, easy access to information are a series of activities to attract consumers.

Increase the number of consumers (Enhance): Providing satisfactory service in the form of a fast response, and responding to and resolving complaints properly is expected to increase the number of consumers.

Maintain existing consumers (Retain): The needs of each consumer are different, offering the right product according to what consumers need becomes more effective. From operational data and consumer analysis, companies can learn the behavior of consumer needs, not just market trends but benefits to consumers for the products offered. This activity aims to protect existing consumers. Maintaining existing consumers has a positive value for the company.

Benefits of Customer Relationship Management is Maintaining consumer loyalty. Customer loyalty not only increases value in the business, it can also attract new customers. Optimizing information media facilities such as call centers, web applications and field service catering employees in interacting with customers provides added care to consumers. the next advantage is Cost-effective. Offering products that are right on target provides a greater opportunity or opportunity for products to be sold, so that

the company has a focused and detailed strategy in making market mapping, this will have an impact on more controlled allocation of funds which has an effect on saving expenses. Next A more efficient operational level. Service and Sales in an easy way, fast response and supported by good resources will impact on improving services so as to reduce complaints from consumers.

RESULT AND DISCUS
System analysis
System analysis is one of the activities in designing a software system. Because in this activity it is a description of what components are needed and how to compile a system.
The features displayed in the application are: Login, Gallery, Social Media, News, Chat / Discussion, Program development, Marketing, Sales and Chat.

System planning
The purpose of designing the system is to give users an overview of the new system. In general, this is a preparation of detailed design. In addition, this design is intended to be communicated to users, not programmers.

Use case diagram : Use case diagrams are diagrams that model aspects of system behavior. Each diagram has actors, use cases and relations. In this CRM system, there are 2 actors, namely admin and visitor. Visitors can perform certain activities contained in the system, while the web admin can perform special activities that cannot be done by visitors.

Class Diagram : The class diagram describes the relationship between classes in the CRM Catering system in Padang City. There are 4 tables used in the system. Admin, Gallery, Chat and news.

System Implementation
User Interface is a display that describes the appearance of the application being built. The application is made by following the existing criteria, namely easy to use (User Friendly) and attractive so that users can comfortably and easily use the system.

Main Page Display

Figure 4. Main Page (Slide Show)

Display Menu Cuisine

Figure 5. Cuisine Menu Display Page

Cstomer Relationship Management (CRM) Phase Analysis

Display Order (Acquire Stages)
The Member Registration Acquire stage (Member List) is designed to provide opportunities for visitors to join as customers and place orders. After successfully becoming a member, you can take advantage of the ordering feature that has been provided. Figure 6 is a display of the said activity which is one of the acquire stages.
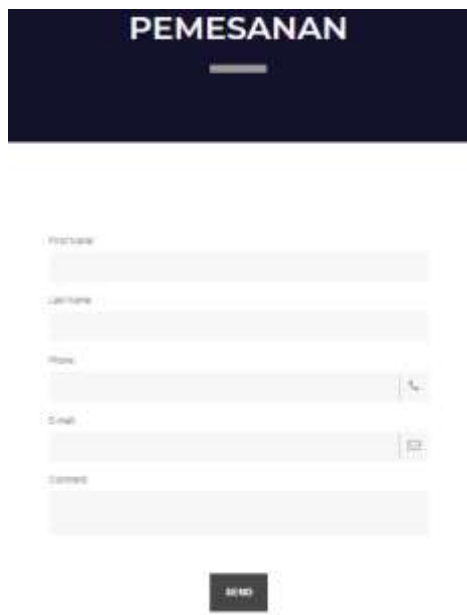

Figure 6. Order Display page

Service Menu Display (Enhance Stage)
Enhance Stage Providing good service to customers through ease of transactions such as providing an information page on the service menu at the catering.

Figure 7. Service Menu Display Page

Contact Display (Retain Stage)
The Retain Contact Us stage, email facilities, and social media are used to build good communication and customer loyalty so that they will always be loyal to visit to get information and place orders again.

Figure 8. Contact View Page

CONCLUSION
Based on the research activities carried out and during the system design carried out, we researchers made several conclusions, namely that through this system the customer gets complete information about the catering business so that orders will increase. Then customers are also facilitated by the facilities from the website that have been made to place orders and can communicate with the catering quickly. This system also accommodates criticism and suggestions from customers in order to improve the

quality of the catering and certainly the catering can also find out the increase in sales.

AKNOWLEDGEMENT

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