IMPLEMENTATION OF E-CRM IN IMPROVING MARKETING IN DELVI JILBAB

Uswatun Hasanah *[1], Rolly Yesputra [2], Afrisawati [3]
STMIK Royal Kisaran, North Sumatra
* Corresponding Email: uswatunhasanah1509@gmail.com

Abstract

Background : Delvi Jilbab is one of the shop businesses engaged in selling hijab which is located on Jalan Sutomo No. 51 Range, customers often have difficulty in finding out information about product marketing and promotion on Delvi Jilbab. This study applies the concept of E-CRM aims to increase loyalty and provide satisfaction to customers, this system is designed to be able to assist customers in finding out information about products without coming directly to the Delvi Jilbab store and assisting Delvi Jilbab in managing customer data. **Methods :** The research method uses descriptive qualitative methods, data collection is done by observing directly the ongoing interaction process at Delvi Jilbab so as to describe the real reality of the problem, and conducting interviews with shop owners and references from several journals. **Result :** this research produces a design using PHP and MySQL by applying the concept of E-CRM to make it easier for customers to obtain related information about products on Delvi Jilbab, in this system there are three system users, namely admin, customer, and owner. **Conclusion :** The application of E-CRM can increase customer loyalty and help Delvi Jilbab in managing customer transaction data so that the data can be more effective and accurate.

Keywords: Delvi Hijab, E-CRM, PHP, MySQL.

INTRODUCTION

The development of the world of information technology and computers today makes it faster and easier for humans to obtain the information they need, just as the internet does not only affect activities related to buying, selling, and selling marketing. Marketing is a pattern of business thinking by involving companies or organizations in managing customer relationships [1]. Users internet has become a new hobby for the Indonesian people, especially in online this is the biggest opportunity for business people to trade or transact online, competition in the business world is getting tighter so that it requires companies to pay more attention to customer needs and satisfaction. Customer satisfaction is the customer's response to the evaluation of the perception of the extent to which the product's performance assumptions meet buyer expectations [2]. In doing business, customer-focused needs will increase, understanding the needs and desires of customers that have not been met is one strategy that can fulfill long-term relationships between companies and customers. A customer is someone who is used to buying from a manufacturer or service provider. The habit is formed through frequent purchases and interactions over a certain period of time [3].

Nowadays almost everyone uses social media to socialize and many use it to shop online. Social media is a channel or means for social interaction that is carried out online through a network internet [4]. With the many advantages that social media has to offer, it is one way for companies to implement a Customer Relationship Management (CRM) online. CRM is a strategy for building, managing, and strengthening company relationships with loyal customers in order to create lasting relationships old [5].

With the development of technology, the CRM method began to be developed into Electronic Customer Relationship Management (E-CRM). E-CRM is the use of digital communication technology to maximize sales to customers and encourage the use of online services [5]. CRM is one of the strategies for a company in marketing its products and can improve long-term relationships in achieving customer loyalty. Customer loyalty is evidence of customer satisfaction in using the services or products provided by the company and becoming a regular customer by the company [6]. The CRM strategy has been implemented in previous studies such as research conducted by Yuda Irawan, 2019. In this study the system designed was a website by applying the Customer Relationship Management (CRM) in expanding its target market and retaining its customers, in this system the data storage process can be more accurate and neatly stored and the delivery of promotional information becomes faster [7].

The research was conducted by Fauziah, Lia Kurnia, 2020. In this study, the sales and ordering system is online so that it can make it easier for customers to obtain information about products.marketing model is Cross Selling built to complement the needs of buyers by suggesting what products should be sold [8] .

Delvi Jilbab is one of the big hijab shops which is located at Jalan Sutomo No.51 Kisaran, this shop sells various kinds of hijabs ranging from children to adults, the system at the Delvi Hijab shop is still manual By using calculators and notebooks for transactions from each customer, the marketing system is carried
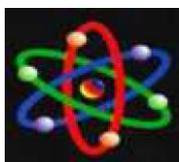
out in a way that customers must come directly to the store and through WhatsApp groups.

The customers developments at Delvi Jilbab store are as follows :

Month	Turnover /Month	Number of Customers
January	120.000.000	300
February	90.000.000	200
March	150.000.000	400
April	135.000.000	300
May	90.000.000	250
June	150.000.000	300
July	135.000.000	250
August	150.000.000	300
September	180.000.000	450
October	150.000.000	400
November	135.000.000	350
December	120.000.000	300

Source : Delvi Jilbab Store

Table 1. Monthly Transactions & Customer Data

Based on the data above, customer development at Delvi Hijab has experienced decline in the last two months, of course this has an impact on the profits obtained by Delvi Jilbab. Customer satisfaction is an important thing in a business, delvi jlbab wants its business to develop more in order to increase and maintain customer loyalty.

RESEARCH METHODS

The research method used by the author is a descriptive qualitative method, data collection is carried out by the author by observing directly the ongoing interaction process at Delvi Jilbab, while the marketing process is still face-to-face and customer data management is still manual, there is no information system. which can process customer data to be more effective, the data needed in the design of this system is customer transaction data. In this study, the authors systematically

search and compile data obtained from observations, direct interviews, and documentation by organizing data into categories and making conclusions so that they are more easily understood by researchers and others. comes from an understanding and observation of the author which is then developed into problems and solutions that aim to solve a problem with real direct application in the field.

Data Collection Techniques

Data collection techniques are a systematic and objective method with the aim of obtaining and collecting data from the information studied in detail and correctly, the most important step in the research process, because the main purpose of research is to obtain data.

In this study, the authors carried out data collection techniques as follows :

1. Field research, which was carried out by collecting data directly at the research site. The research was conducted by:

   a) Interview

   Interview is an attempt or experiment systematically, to collect the information we need from someone. The purpose of the interview is to obtain more accurate and complete information, to develop a new system to suit the needs of the organization's system.

   b) Observation

   The technique of collecting data is by making direct observations to the research site, so that it is directed and planned at a certain goal by observing the phenomena that occur in a group of people with reference to the terms and rules of scientific research.
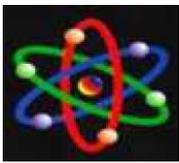
2. Library research is carried out by collecting data from books, journals, or lecture materials that contain a number of theories related to research. The author also collects the necessary data from the store.

RESULTS AND DISCUSSION

The final stage of this research is to produce an information system by implementing E-CRM to facilitate customers in obtaining related information about products on Delvi Jilbab and assist Delvi Jilbab in managing customer data. In this system there are 3 system users, namely admin, customer, and owner.

Unified Modeling Language (UML) is a general-purpose, developmental, modeling language in the field of software engineering, intended to provide a standard way of visualizing system designs and documentation of software artifacts that made using the concept of an object-oriented approach [9].

Use Case Diagram is a pattern or diagram in the form of a diagram that describes the relationship of a system that is being created. Use Case Diagram is something or process that represents things that can be done by actors in completing a job [10].
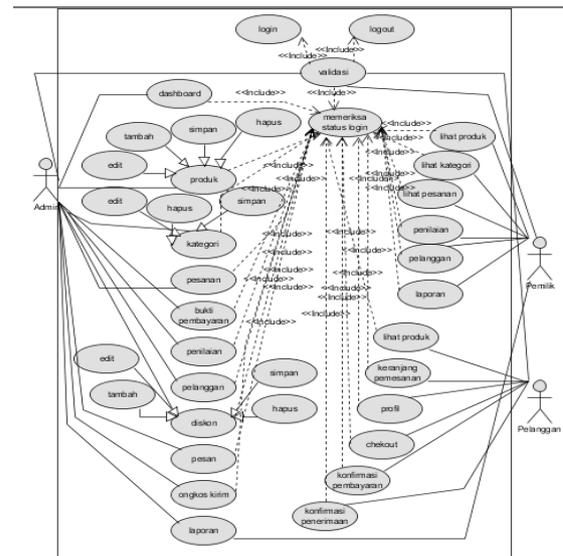

Figure 1. Design of Use Case Diagram

In the discussion section will discuss about the software that has been developed. The following is an interface implementation by implementing E-CRM at the Delvi Jilbab store.

1. Display The Admin

Page admin is a page display that appears after the admin has successfully logged in, on this page there are various menu options according to admin such as product data management, categories, orders, proof of payment, ratings, customers, discounts, promotions, messages, fees send and report.
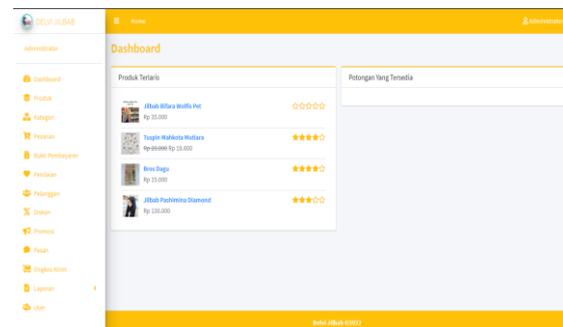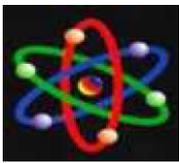

Figure 2. Admin

2. Customer Page View

The customer page is a page display that appears after successfully logging in, on this page there is a list of products and various product images that customers can choose from, a shopping cart page, and a contact page if you want to ask something to Delvi Jilbab.
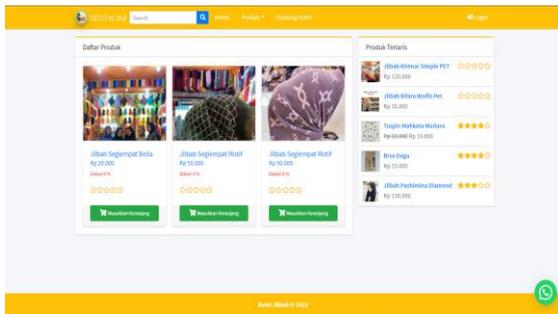

Figure 3. Page Customer

3. Page Owner

The owner page is a page display after the owner has successfully loggedin, on this page the owner can only view products, categories, orders, ratings, customers, and reports, in the reports section the owner can print reports.
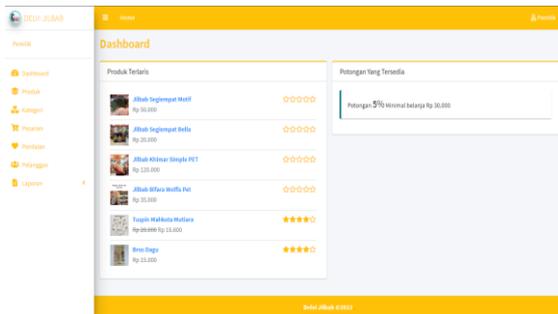

Figure 4. Owner's Page

4. Display of Sales Report Pages

On this page the admin can input by date by clicking the button search button to print the report.
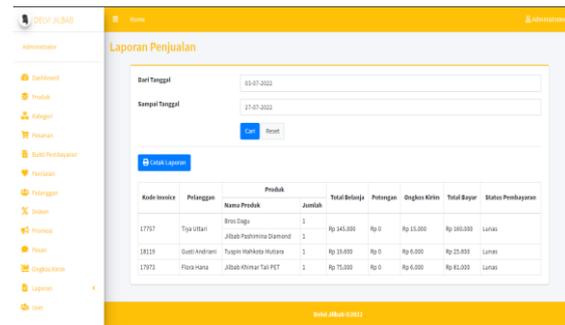

Figure 5. Sales Report

5. Page Display of the Printed Report

Page The printed report page is the page display after the report has been successfully printed, this page contains the invoice code, product name, customer, discount, shipping cost, total paid, and payment status.

Figure 6. Print Result Page of

E-CRM System Testing

The results of testing the E-CRM system program on Delvi Jilbab using Blackbox are as follows:

Process	Success/Fail
Test Class : Login user	
Test Details : Verify username and password	Successful
Description: Enter username and password to login and enter the main page.	
Test Class : Testing product assessment	
Test Details : Process of viewing product appraisal	Successful
Description: Viewing product	
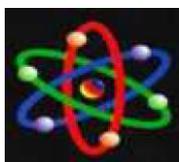
appraisal.	
Test Class: Discount Testing	
Test Details: Input process with save action	Successful
Description: Edit discount and delete discount and save to database.	
Test Class : Testing message	
Test Details: The process of viewing messages from customers.	Successful
Description : View and delete messages.	
Test Class : Contact Page	
Test Details: The process of inputting the message you want to send	Successful
Description : Sending a message with the action send.	
Test Class: Promo testing	
Test Details: Subject and message input process	Successful
Description : Sending message to all the customers.	
Test Class: Testing report	
Test Details: Process input date with search action	Successful
Description : Prints report with report print action.	

Table 2. E-CRM System Testing

CONCLUSION

The conclusions obtained by applying the E-CRM system to Delvi Hijab Kisaran are as follows:

1. Based on the data obtained, it can be seen that the development of customer transactions at Delvi Jilbab has decreased in the last two months, with the implementation of the E-CRM system, customer loyalty has increased so that it can increase revenue at Delvi Jilbab.

2. With the implementation of the Electronic Customer Relationship Management (E-CRM) system program, it can facilitate the performance of Delvi Jilbab in interacting with customers, so that customers no longer wait in queues for recording transactions at Delvi Jilbab.

3. With the website, the E-CRM system can help Delvi Jilbab get new customers and retain old customers.

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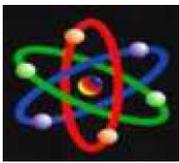
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