

## IMPLEMENTATION OF CUSTOMER RELATIONSHIP MANAGEMENT FOR SALES OF USED SHOES AT MZM SECOND BRANDED TANJUNGBALAI

Nur Madani Putri Siregar<sup>\*1)</sup>, Fauriatun Helmiah<sup>2)</sup>, Rohminatin<sup>3)</sup>

<sup>123</sup>STMIK Royal Kisaran

\* Corresponding Email: [nurmadaniputris@gmail.com](mailto:nurmadaniputris@gmail.com)

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### Abstract

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**Background :** MZM SECOND BRANDED Tanjungbalai does not yet have a website facility that can promote used shoes and has difficulty storing customer data that has made transactions. **Method :** In carrying out this research, the researcher used qualitative research methods. This form of research is carried out through interviews or direct observation, aiming to describe a fact or a situation that exists in the place where the research is carried out. **Result :** From the implementation and testing results, it can be explained that the system designed at MZM SECOND BRANDED Tanjungbalai is a system that provides convenience for admins in data processing, such as inputting product data, product categories, and printing reports. **Conclusion :** the existence of MZM SECOND BRANDED Tanjungbalai CRM can increase satisfaction, where customers can make transactions and get information easily through the content on the MZM SECOND BRANDED website.

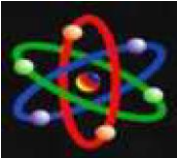
**Keywords:** CRM, System, Applied Science

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## INTRODUCTION

In today's increasingly tight digital era, followed by the rapid development of technology, information systems, and science, business people seek to improve their capabilities and advantages by mobilizing all existing potential. They must know how to manage sales and competition in the business, the company must also have a good strategy for consumers so that consumers do not go to their competitors[1][2][3]. In the development of sales, information through online is very helpful and needed. One of them is the internet, with the internet business can grow rapidly because it can help promotion, accelerate performance, reduce costs, increase sales and also as a means of two-way communication from the business side and the customer. A sales strategy based on efforts to create good relationships with customers is better known as Customer Relationship Management (CRM). If the company's relationship with customers is good, it will facilitate promotional activities and transactions[4][5].

Customer Relationship Management (CRM) is one of the means to establish a sustainable relationship between the company and its customers, by utilizing CRM the company will know what its customers expect and need, customer management strategies, starting from the marketing process, sales to after-sales service, which aims to increase customer satisfaction, which leads to customer loyalty [3]. CRM is a sales, marketing, and service strategy using information technology through a customer-centered business philosophy and culture, so that business processes become more effective [4].

Customer Relationship Management (CRM) is a type of management that specifically discusses theories regarding the management between companies and customers, with the aim of improving relationships with customers in order to achieve maximum company growth [5].

There are several factors that affect CRM including [4]:

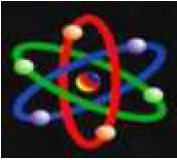
1. Commitment. Is a long-term orientation of consumers towards relationships based on emotional bonds and the intention to maintain good relationships in order to generate higher profits. Customer loyalty is a customer's commitment to a brand, store, or supplier based on a very positive attitude and is reflected in consistent repeat purchases[7][8].
2. Communication. It is one of the fundamental characteristics of a good relationship. Stated that the collection of information from customers can be done during a direct conversation or question and answer[7][8].
3. Quality of service explains that quality is the key to creating value and customer satisfaction[7][8].

The flow of information systems is useful to find out what problems exist in a system. From the analysis of information systems, it can be seen whether the information system is still suitable for use or not, manual or computerized. If an information system is not feasible, it is necessary to make changes in data processing so as to produce information quickly and accurately and get better satisfaction [9][10].

## RESEARCH METHODS

In a research, a method is needed. The research method is a method or process that





is chosen as a way to solve the problems contained in the research. Research methodology is a science that explains how research should run. In carrying out this research, the researcher used qualitative research methods.

Qualitative research method is a method that discusses the problem by describing, interpreting and writing on a situation or event that will be analyzed and then draw a general conclusion from the problems discussed. This form of research is carried out through interviews or direct observation, aiming to describe a fact or a situation that exists in the place where the research is carried out.

The data collection technique carried out by the researcher is by means of qualitative research where this research is the most independent study of all existing data collection techniques and data analysis techniques.

## RESULTS AND DISCUSSION

The increasing competition in business, the increasing demand for products, can trigger MZM SECOND BRANDED Tanjungbalai to be able to compete in providing quality products and increase competitive advantage. This can be achieved by managing the flow of information, the flow of sales systems and companies using Customer Relationship Management.

To improve the smoothness of the product sales business process, MZM SECOND BRANDED Tanjungbalai needs to implement a Customer Relationship Management system in order to achieve efficiency and effectiveness in its business processes.

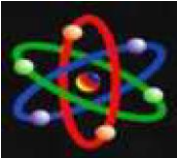
Data requirements in the implementation of Customer Relationship Management at MZM SECOND BRANDED Tanjungbalai are knowledge acquisition. Knowledge acquisition is a process to collect knowledge data about a problem from the owner (interviews from an owner, employee, from books, articles from the internet and so on). The data used in the identification of the marketing of this used shoe product is from the internet and data from MZM SECOND BRANDED Tanjungbalai.

The sales information system using the Customer Relationship Management method at MZM SECOND BRANDED Tanjungbalai will be created as a web service using the internet network (by hosting). The sales system with the Customer Relationship Management method has a database that can store data that will be delivered to the product when the user accesses this application.

The system carried out at MZM SECOND BRANDED Tanjungbalai is still done manually, and can be explained by the following system flow:

1. Employees offer products to customers
2. Customers choose products and provide product choices to employees.
3. Employees check the product data, after checking it is then sent to the administration section.
4. The administration department checks the code and makes two receipts, then the first receipt is produced to the customer.
5. The customer checks the receipt then pays with cash.
6. Products are produced to customers.





7. The administration department gives the second receipt and money to the shop owner.

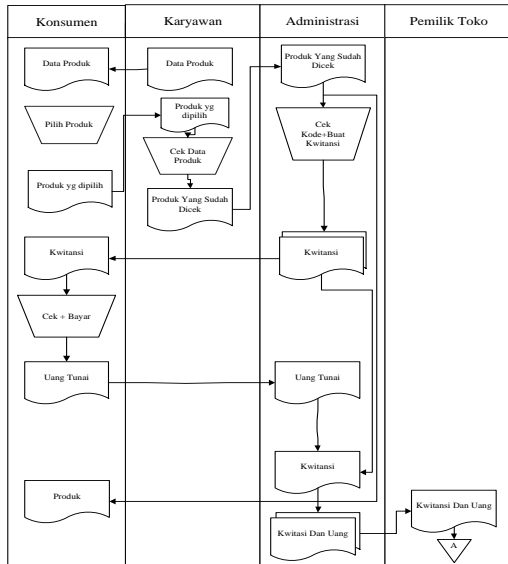


Figure 1. System Flow Runs On MZM SECOND BRANDED Tanjungbalai

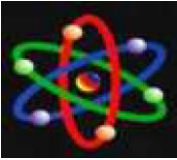
From research conducted on the old system, there are problems that must be overcome with the new system, MZM SECOND BRANDED Tanjungbalai should implement and use the new computerized system optimally in the marketing process and distribution of information in order to produce a better system as needed. It is hoped that this proposed system is a change and development of the system used in the current MZM SECOND BRANDED Tanjungbalai. The system that will be proposed is a customer relationship management design system to support the realization of a new system that can advance the marketing process and deliver information about the products sold by MZM SECOND BRANDED Tanjungbalai, in order to compete in the

increasingly advanced product sales business world. this.

The new system flow is different from the current system flow, namely with Customer Relationship Management using a computerized system and network connection by hosting), so that all obstacles faced in the product marketing process can later be overcome by the new system. The flow of the system with Customer Relationship Management can be seen in the following figure:

1. Customers see a list of products on the main page.
2. If the customer wants to buy the product, the customer must order the product by selecting the buy link.
3. After the desired product has been ordered, the product will enter the shopping cart and when finished shopping, the customer will be directed to the member registration form.
4. After registering and becoming a member, members can login to view order data on the order form.
5. The administration section looks at the order list and prints the order list and checks the account to see customers who have paid and mark the order data. Furthermore, the administration section provides order data reports to employees and admins. Then make receipts and give signed receipts to employees
6. Then the employee takes the ordered goods and gives it to the delivery service, along with the receipt.
7. The delivery service section makes a receipt for the product to the employee and the employee gives a receipt to the administration. Then the delivery service





sends the goods along with a receipt to the customer who ordered it.

8. The Administration section changes the order status to paid off and prints a sales report to be submitted to the shop owner.

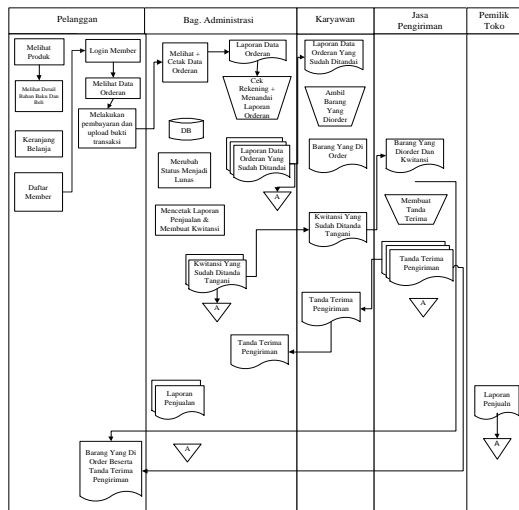


Figure 2. Proposed System Flow With At MZM SECOND BRANDED Tanjungbalai

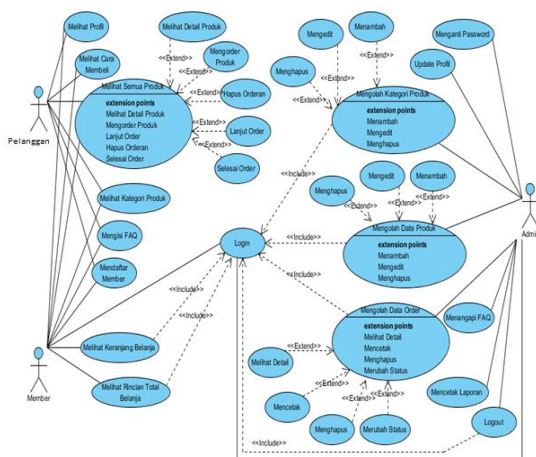


Figure 3. UseCase For New Concept System

### Use case Description Actor

1 Viewing Profile Customers and members can view profiles. Customer, Member

2 See How to Buy Customers and members can see how to buy Products. Customer, Member

4 View All Products Customers and members can view all Products. Customer, Member

4 Viewing Product Categories Customers and members can view by product category. Customer, Member

5 Sending Messages Customers and members can send messages. Customer, Member

6 Viewing Product Details Customers and members can see in detail about Customer Products, Members

7 Ordering Products Customers and members can order products. Customer, Member

8 Deleting Orders Customers and members can delete orders if they cancel the order. Customer, Member

9 Registering Customers can register to become a member. Customer

10 Viewing the Shopping Cart Members can view the shopping cart after logging in. Member

11 Viewing Details of Total Shopping Members can see details of total shopping after completing Member shopping

12 Admin and member logins to enter personal pages. Admin, Member

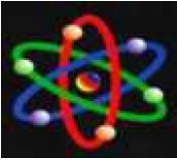
14 Changing the Password Admin can change the password as desired. Admin

14 Update Profile Admin can update profile for updates. Admin

15 Processing Product Categories Admin can process product categories such as







adding, editing and deleting Product categories. Admin

16 Processing Product Data Admin can process product data such as adding, editing and deleting Product data. Admin

17 Processing Order Data Admin can process order data such as viewing details, printing, deleting and changing order status. Admin

18 Viewing Messages Admin can view messages from customers/members. Admin

19 Printing Reports Admin can print sales reports. Admin

20 Logout Admin logs out to exit the admin page.

### Desain Of User Interface

The program structure is a description of a series of interrelated program modules that are seen in the data processing process. The structure of this program is intended to make it easier to understand the interrelationships of the designed data processing program modules.

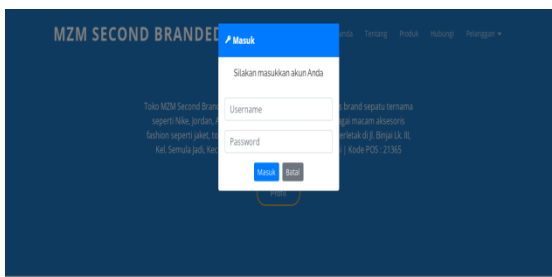


Figure 4. Login Screen Desain

The login page is a page for clarifying admin rights to enter into system processing. Admins who have valid usernames and passwords have the right to enter the system through the login page.



Figure 5. Member Site Desain

When prospective buyers have finished shopping, they will enter the member registration form and log in when finished registering.

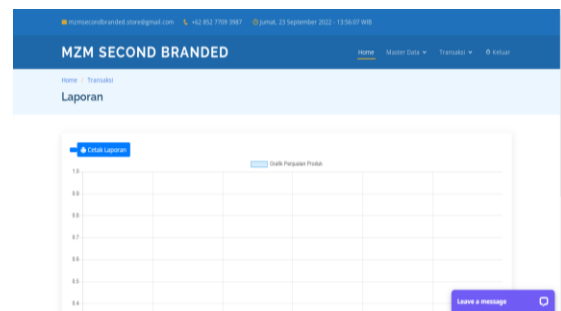


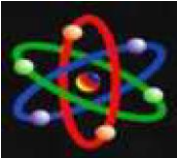
Figure 6. Concept Of CRM

The system implementation process is complete, resulting in an information system program that is ready for use. Before that required testing to test the ability of the program. The main purpose of this stage is to ensure that the elements of the system are functioning as expected. If the system that has been created is still considered inadequate, product changes must be made so that the system made is complete and accurate. The system that has been repaired, will be retested until it is completely ready for use.

### Process Input Data Expected Observation Conclusion

- Normal Data
- Enter the complete username and password data Can enter the system





through the login form The process is successful as expected Running

- Data is lacking
- Did not enter any of the data The system rejected the process The process was successful as expected Running
- Wrong data
- Enter the wrong login data The system rejects the process The process is successful as expected Running

From the implementation and testing results, it can be explained that the system designed at MZM SECOND BRANDED Tanjungbalai is a system that provides admin convenience in data processing, such as inputting product data, product categories, and printing reports. Likewise for consumers, they can choose products and place orders quickly. In addition, with the FAQ (Frequently Asked Questions) facility, consumers can easily ask questions about the product and get answers directly from the admin or customer service, so that buyers can easily get the information they need.

## CONCLUSION

Based on the implementation and testing that has been done while making this system, some conclusions can be drawn as follows:

1. Can provide updated information about products such as used shoes produced by MZM SECOND BRANDED Tanjungbalai.
2. With the MZM SECOND BRANDED Tanjungbalai CRM, it can increase satisfaction, where customers can make

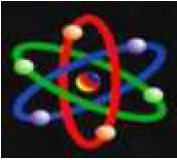
transactions and get information easily through content on the MZM SECOND BRANDED Tanjungbalai website such as searches, purchase confirmations, transactions and payments.

3. Can promote business and its business at low cost but have extraordinary effectiveness and increase the efficiency of sales information processing management such as used shoes.

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