

ANALYSIS OF E-CRM APPLICATION IN PROMOTING MARKETING OF ALUMINUM WARDROBE IN GONDONG SERVICE STORE

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Abstract

Background: The development the globalization trade system which is increasingly tightening make the Gondrong Service Store want to expand its marketing area. The lack of facilities for services that provide information about products makes the Gondrong Service Store like overtaken by competition. The difficulty of managing and storing customer data that has successfully transacted so that the Gondrong Service Store fails to evaluate its performance. **Method:** This research method is conducted with the purpose of explaining the actual situation and uses a qualitative method that is related to the problem under investigation. **Result:** The application of CRM at The Gondrong Service Store has proven to be able to increase the number of customers, especially customers from outside the region. Ability of the system to provide online product ordering features make The Gondrong Service Store's to serve its customers is not limited to a narrow scope. The availability of review and customer comments for each product provided is an added value for customers who want to buy these products and also helps The Gondrong Service Store in evaluating their products and services. **Conclusion:** A system built using PHP and MySQL that help The Gondrong Service Store in attracting more customers, especially from outside the region.

Keywords: CRM (Customer Relationship Management), Gondrong Service Store, PHP

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INTRODUCTION

Gondrong Service Store is a shop located in Batu Bara Regency where this store was established in 2020, this shop deals in aluminum wardrobe. By using Internet services through a website, Gondrong Service Store in Batu Bara Regency wishes to expand its marketing field. The problem is that in the process of serving customers, there is no means to help them get product information and interact with Gondrong Service Store, Batu Bara Regency to submit suggestions, reviews and questions. In addition to facing difficulties in managing and storing data of customers who have made transactions, Gondrong Service Store is therefore unable to analyze customer complaints, customer wishes, customer impressions customers, which makes it difficult for Gondrong Service Store to acquire, maintain, and improve relationships. between the store and the customer [1]. Based on this problem, the proposed solution is that the author designs and builds a computerized information system, specifically CRM (Customer Relationship Management), this system can help stores easily know be the number of sales per year. To improve the user service process, this study will use a customer relationship management (CRM) approach. The use of CRM was chosen because in addition to improving the service, CRM also helps to improve and manage the service according to customer expectations and loyalty [2].

CRM is a paradigm shift for businesses where CRM is a way of life that aims to invite customers to be a part of the business and grow for the common good

[3]. CRM helps a business deliver services to customers in real time by building valuable relationships with each customer through the use of customer information [4]. CRM covers all aspects related to potential and existing customers. In addition, customer relationship management is an enterprise-level strategy focused on building and maintaining relationships with customers [5]. (CRM) is the most important thing in service-oriented business because it requires more intimate relationship between business and customer to achieve mutually beneficial goals [6]. By using this Toko Service CRM system, it can provide various information to customers about new products, provide information about year-end discounts and prizes for customers. for loyal customers.

According to the previous study that became the reference in this study "Implementation of E-CRM for Livestock Sales in Bina Tani Gapoktan Kepenghuluan Sintong", this study led to the results of the study on the application of 'E-CRM for livestock sales in Bina Tani Gapoktan Kepenghuluan Sintong to optimize marketing, sales and enhancement functions. customer service [7]. The second study titled "The application of customer relationship management (Crimea) to increase sales in Ud Ulong Pian" is the result of this study. remained loyal to UD Ulong Pian [8]. The third study titled "E-Crm in the process of improving the web-based sales system in Zahreen stores" the results of this study with the construction of this E-CRM system in Zahreen stores have errors in customer data storage can be avoided and it is easier to provide information on





product availability and management, Zahreen store data needs to be better organized and maintained as it is stored in the database [9]. The fourth study titled “The application of customer relationship management (Crm) models in the marketing and sales of Australian cattle in Pt. Eldira Fauna Asahan”, this study makes it easier for customers to order beef so that the online process becomes more efficient and effective [10].

RESEARCH METHODS

During the study, it was necessary to conclude a framework agreement to assist in the preparation of this study. This framework presents the steps to be taken in the process of resolving the issues to be discussed. The framework is a step-by-step in carrying out the research process. For the purpose of the research framework, namely to help researchers carry out their research.

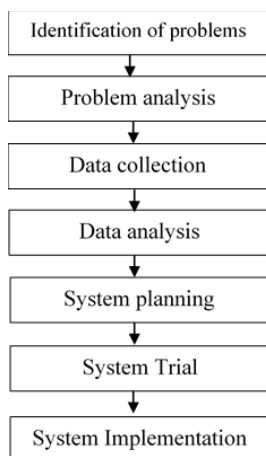


Image 1. Research Framework

From the above search box image, each search box can be explained as follows:

1. Problem identification, problem identification is the steps in a problemsolving process. The problem with the Gondrong Service Store was that it didn't use customer relationship management (CRM) to attract new customers and retain existing customers.

2. Problem Analysis, problem analysis is the process of explaining a problem so that it is understood more quickly and suitable solutions can be found to solve the problems that arise.

3. Data collection, data collection is a method used by researchers to collect certain data from a research site so that they can maintain a store's relationship with customers to improve service to customers. customers using a web-based system created with customer relationship management (CRM). method.

4. Data analysis, data analysis is one of the steps that can be used to process the data obtained from the Gondro Service Store, namely sales data, product data, customer data and others.

5. System design, the design of the system at this stage is made a design. In this study, the use of the Unified Modeling Language (UML) described by Visual Paradigm application and the entity relationship diagram described by the CRM method will be built using the basic programming language. PHP and MySQL databases. 6. System Check

This system test is done to evaluate if what is designed is as expected, if it has passed this test then the CRM approach can be implemented in our online sales. Gondrong Service Store. seven. System Deployment. System Deployment is a





process carried out to evaluate whether an information system has been used by users, and is in accordance with expectations.

RESULTS AND DISCUSSION

By using CRM (Customer Relationship Management), researchers can more easily create an information system to help Gondrong Service Store improve service to customers.

A. Problem Analysis

To identify the problem, it is necessary to analyze performance, information, economy, safety, efficiency and customer service. This guide is called the PIECES (Performance, Information, Economy, Control, Efficiency, Service) analysis. This analysis was chosen as a reference to know if the new system is suitable for use in place of the old system.

1. Performance Analysis

The workload during the transaction is quite time-consuming at the Gondrong Service Store, especially when it comes to preparing all the reports. And the time required for the reporting process is too long because it is still manual, which slows down the working process at Gondrong Service Store.

2. Information analysis

Inventory, product and calculation information at Gondrong Service Store is inaccurate because the calculation process tends to use computers, so there are often errors in price entry, not timely due to many sales figures. are still manually recorded. And this is irrelevant because the

information presented is not the desired information due to a reporting error.

3. Economic analysis (economic analysis)

Over the long term, the production costs incurred will increase at Gondrong Service Store based on changes in business and demand for stationery and promotions.

4. Control analysis (control analysis)

In the current system, there is no security for important sales reports to Gondrong Service Store, so there is a risk of loss or damage.

5. Performance analysis

The workload received was huge, specifically the process of calculating sales transactions at Gondrong Service Store and making reports.

6. Service Analysis

The servicing process takes a long time, because the search for the goods requested by the customer is done by checking the list of goods.

B. System Requirements Analysis

During the analysis of the running system, it can be concluded that a system is needed to help Gondrong Service Store product sales process. Applying the right system to meet all customer needs is the CRM system. Gondrong Service Store CRM system can provide benefits to both the customer and the store, that is, it can strengthen a good relationship between the Gondrong Service Store and the customer. From this analysis, it can be done in three phases of CRM system architecture, which are acquisition, improvement, and retention phase. The three phases will be analyzed in a running system analysis,





which will then be specified for the CRM application to be designed. Here is an explanation of each of these stages:

1. Acquiring (Get Customer)

In the current system to attract new customers, the Gondrong Service Store will generally run promotions to explain the products it has. By promoting this more often, potential customers will learn more about the benefits of the Gondrong Service Store. For its implementation in the CRM system will be designed, namely:

- a. Product information owned by Gondrong Service Store can be displayed through the website, so that potential customers can receive product information at any time.
- b. Potential customers can view Gondrong Service Store customer testimonials, share their impressions and customer satisfaction experiences positively feel about the order quality of Gondrong Service Store products or their reliability. The reliability of the system's services is designed so that potential customers can be attracted to become customers immediately.
- c. Compare to Customer registration is available for potential customers who wish to become customers. To become a customer, you can register for free and enjoy many benefits with easy ordering of goods, keeping potential customers interested.
- d. Potential customers can view products and product details. Electronic product order form. For potential customers who have become customers, they can easily and quickly fill out the online product order form.

2. Enhancing (Strengthen the relationship)

In a system that works to strengthen relationships with customers, the Gondrong Service Store always tries to offer substitute products when the product offered is less attractive to the customer. For its place in the designed system, specifically the Gondrong Service Store can display information - information to customers explaining certain quality products. For potential customers who have registered as customers, they can report the results of product orders received online. The admin will then review the report to give instructions to the customer when the customer encounters any problem or feels unsatisfied with the result of the ordered product. With regular reports, it is hoped that this can help with the problem customers are having regarding the products ordered.

3. Retaining (Retaining Customers)

In the system that works to retain customers, Gondrong Service Store will provide product promotional information that will be performed by Gondrong Service Store, such as a discount on each product purchase or providing product incentives. new for customers to visit Ratu Fashion Store.

C. System Implementation

The three phases of CRM architecture can be implemented in the designed system. Here is the CRM implementation to drive the marketing of aluminum wardrobe at Gondrong Service Store, as shown in the picture:





1. Main Menu Page Display

The main menu page is the page that appears when the application is opened. The main page will display product information, product categories, login menu to get access, registration menu to register customers, contact and shopping cart to display ordered items.



Image 2. Main Menu Page Display

2. Display of Registration Form

Registration form is the page used by potential customers or visitors when registering for an account to gain access as a customer in the designed system.

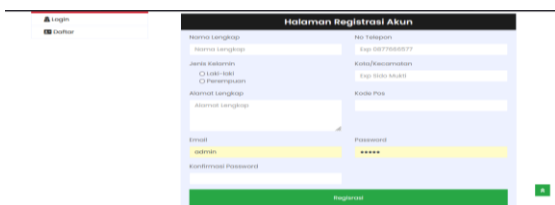


Image 3. Display of Registration Form

3. Product Page View

The products page is an information page about each product marketed by Gondrong Service Store, from which customers will place an order for the product they want to buy.

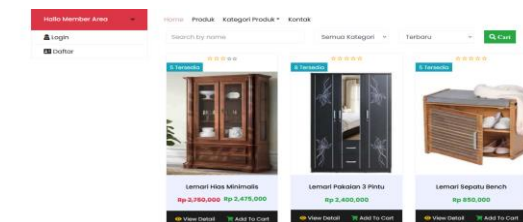


Image 4. Product Page Display

4. Product Details Page View

The product detail page displays detailed data of each product along with the reviews of customers who have ordered the product.



Image 5. Product Details Page Display

5. Shopping Cart Page Display

The shopping cart page displays the products that the customer will order. On this page you can enter the quantity of ordered products and delete the ordered products.

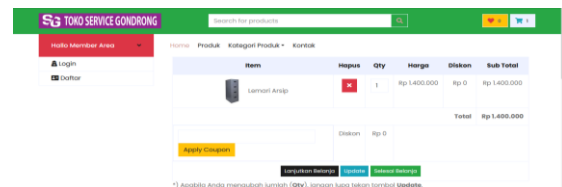


Image 6. Shopping Cart Page Display

6. Check Out Page Display

The checkout page is the page that contains the data of the customer ordering the product and the total price of the ordered product.

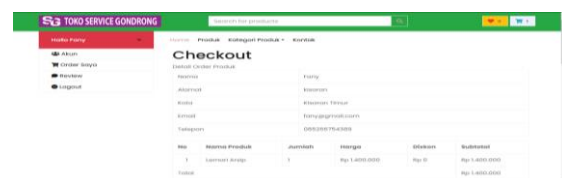


Image 7. Check Out Page Display

7. Payment Form Display

A payment form is a page containing a proof of payment entry used by a customer





to process payment for products that have been ordered.

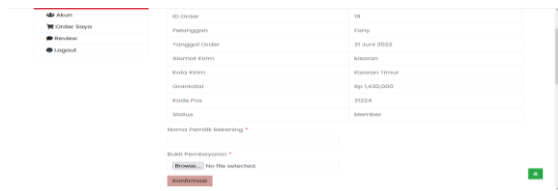


Image 8. Payment Form Display

8. Customer Review Page View

On this page, customers can give feedback and evaluate the quality of products and services provided by Gondrong Service Store.



Image 9. Customer Review Page Display

9. Product Order List Page Display

On this page, customers will be able to view the history of product orders that have been made and will be able to see if the order has been confirmed by Gondrong Service Store.

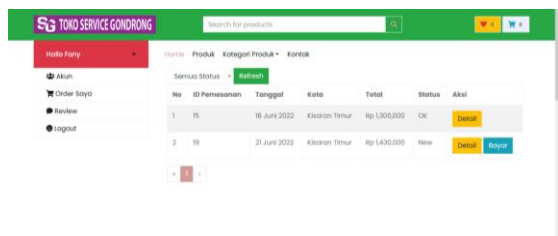


Image 10. Product Order List Page Display

CONCLUSION

Gondrong Service Store's E-CRM application, using this PHP programming language, can manage sales of aluminum

wardrobe online, so that customers can directly interact in sales transactions. This E-CRM application is designed to facilitate more effective promotion of products and develop sales of products to customers, especially customers outside of Batu Bara area. So that they can manage sales and attract more customers outside of Batu Bara area by ordering online.

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