

IMPLEMENTATION OF CUSTOMER RELATIONSHIP MANAGEMENT TO ANALYZE TRAVEL CUSTOMER SATISFACTION IN KISARAN CITY

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ABSTRACT

Customer Relationship Management (CRM) is a strategy from a company to attract customers, improve relationships with customers, and build a good company reputation. CRM applications canwell manage the sales process in companies. Because by using this applications, entrepreneurs can explain about the company, products, prices of products, and everything related to buying and selling process between the seller and the customer. One of the real advantages using CRM applications in the company is that the transaction between the entrepreneur and the customer can go faster than convensional method, because with CRM aplication the customer can get information and book directly without coming into the company

INTRODUCTION

Customer satisfaction is very important, especially in an organization or business. Good service quality at a ticket sale or route of departure of a transportation company in a Travel company is a basic factor that greatly influences the level of customer comfort and makes it one of the success factors and a good image of a travel company. Many people feel that they are not satisfied with the assessment of Travel services. In the Travel Company, people who feel dissatisfied with the services of a travel company in Kisaran City cannot channel complaints or problems to customers. Because with complaints about problems or problems with these Travel customers, it can make travel companies in the city of Kisaran get the image of comfort and very satisfied service as desired by customers so that there is public satisfaction with the travel companies in the city of Kisaran.

By acquiring new customers, by promoting product or service excellence in terms of innovation and convenience because the value of a product or service for customers is a better product and is supported by satisfying services. Increase profits derived from customers by encouraging the creation of complementary products or

services and selling products or services that are better than the products or services owned by customers. Maintaining customers who provide benefits, by offering what is needed by specific customers not what is needed by market customers, because the value of the product or service for customers is the proactive value that best suits their needs[1].

The intense competition in travel companies in the city of Kisaran has made entrepreneurs more observant in using opportunities. Promotion and loyalty to consumers is an important strategy in the business of other travel companies in Kisaran. Promotions carried out in every travel company are still struggling from word of mouth and tend to be old-fashioned. So that consumers are relatively people who are around the established travel company and tend to move to companies that provide more value to consumers. This strategy is still used by travelers in the city of Kisaran. Not only behind in terms of promotion, Travel companies engaged in the sale of bookkeeping services still use the traditional system. Both in orders, purchases, returns, and other things that are transaction in nature, so that they cannot be controlled optimally, including in calculating sales losses and profits. Making data and reports has not used a computerized system. Making the final monthly and yearly reports becomes inefficient due to the relatively long use of time to collect data in the form of receipts. The situation will be worsened if there is a loss of data archives and reports, even then it can cause losses for the travel company.

Customers will be satisfied if their evaluation results show that the products they use are of high quality. Customers will feel satisfied if they get good service or as expected. Customers will feel proud and get the confidence that other people will be impressed with him if they use products with certain brands that tend to have a higher level of satisfaction. Products that have the same quality but provide lower prices, will provide higher value to their customers. Customers who do not need to incur additional costs or do not need to waste time to get a product or service tend to be satisfied with a product or service[2]. The main purpose of making Customer Relationship Management (CRM) at this travel company is to help the travel company by using technology, business processes and human resources to gain knowledge about the behavior and values of customers.

The Customer Relationship Management (CRM) program itself is part of business operations that demand business behavior that is sensitive to the needs and demands of the customers of the travel company, feel comfortable with satisfying service, and is also a reflection of corporate responsibility closely related to image formation company (Brand Equity) in the public eye. In analyzing the satisfaction of the community / customers of travel services in the city of Kisaran so companies to make customers or the community satisfied with the services provided by travel companies, this application can analyze the satisfaction of people who use travel services, CRM is one of the means to establish relationships that sustainable between the company and its stakeholders and shareholders. Today many companies are using CRM to establish close relationships with customers, by utilizing CRM, the company will know what is expected and needed by its customers so that it will create emotional bonds that can create close business relationships and open and two-way or reciprocal communication

between them, thus customer loyalty can be maintained and not easily move to other products and brands, especially products and brands of competing companies[3].

CRM supports a company to provide services to customers in real time by establishing relationships with each valuable customer through the use of information about customers. The purpose of CRM is to use customer relationships to increase company profits. Use information to provide satisfying service.

Assessing customer responses to products and service levels, such as price increases, new product development, and others. Make management decisions such as financial forecasting and customer profitability analysis. Predict the level of defects that customers don't want. According to Kalakota and Robinson, CRM consists of the following phases, acquiring new customers (Acquire), good service, creative innovation, ease of getting information is a series of activities to attract consumers. Increasing the number of consumers (Enhance): Providing satisfactory services in the form of a fast response, and responding to and handling complaints properly is expected to increase the number of consumers. From operational data and customer analysis companies can study the behavior of consumer needs, not just market trends but benefits to consumers for the products offered. This activity aims to safeguard existing customers. Retaining existing customers has a positive value for the company[4].

The main strength of CRM is the database from customers, then the most responsible in providing this data is none other than the front office, i.e. none other than sales, marketing, and also do not miss the service. Every interaction with the customer will be recorded and entered into the customer's contact history system. If indeed this data is needed it can be reprocessed for the benefit of the company. One of the advantages gained from customer contact history is that customers can interact with various contact channels in the company from time to time without having to explain to the officers what complaints they have faced before.

According to Abraham Martinus (Decision Support & System Manager of PT Nutrifood Indonesia). The customer is very important role for the company because with the company's customers can show how to handle each customer complaint in a fast and precise time. For several years the complaint was only submitted by telephone, which was recorded by officers in a monitor book which was then entered into a database and followed up on. How to handle complaints like this, has a weakness because it depends on the accuracy of employees in recording and sending complaints to the brand manager and other units. But after using the CRM (Customer Relationship Management) application, once the customer selects a call to the Nutrifood customer call center, e-mail notifications and workflows for resolving complaints proceed systematically and documented. Thus the work process is more efficient, and can be better for responding to complaints and problems that there are other advantages of implementing a CRM application is the speed in the process of finding customer data from the database. This study aims to find out how much satisfaction is felt by the community / customers based on the quality of service perceived by the community / customers. Providing useful information for related parties. To apply the knowledge obtained.

METHOD

The research design aims to systematize research and avoid mistakes in realizing research. The research design is the stages that must be passed systematically and sequentially. In this study, the research design that the author uses is as follows:

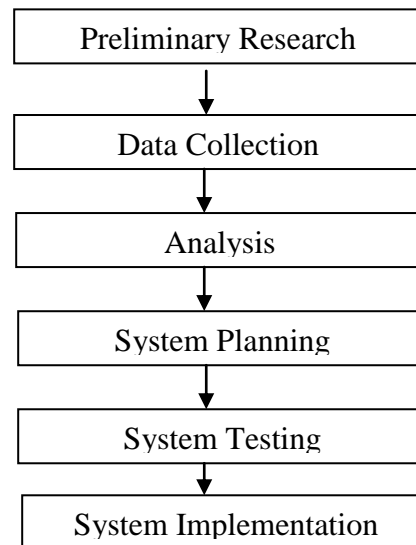


Image 1. Research Framework

This research method is carried out by following the steps outlined in the research framework in image 1 so that it will produce research that results in good Customer Relationship Management work. The tight competition in travel companies in the city of Kisaran causes entrepreneurs to be more observant in using opportunities. Promotion and loyalty to consumers is an important strategy in the business of other travel companies in the city of Kisaran. Promotions carried out in every travel company are still struggling with word of mouth-mouth and tend to be old-fashioned. So that consumers are relatively people around the company travel stands and tends to move to companies that provide more value to consumers.

This strategy is still used by travel in the city of Kisaran. Not only behind in terms of promotion, travel companies engaged in the sale of transportation services in bookkeeping still use the traditional system. Both in order, purchase, return, and other things that are transactions, so it can not be controlled optimally, including in the calculation of loss and sales profit. With the current sophisticated website technology and desktop as a liaison between devices and implementing this CRM into a website on travel can be made a new breakthrough to show how to get new customers (Acquire), improve relationships with customers and retain customers (Retain) on will eventually fight on the creation of customer loyalty. Based on technological developments and customers' needs for fast and practical service access, there is a web-based CRM concept[5].

The making of data and reports also do not use a computerized system. For making final reports monthly and yearly end becomes inefficient because of the use of a relatively long time to collect data in the form of receipts. Based on the formulation of the problem, the researcher found a solution to make a Customer Relationship Management (CRM) application in order to help the owner of a business to increase ticket sales and delivery of goods to complete customer satisfaction at the company, so that existing problems can be overcome by well.

The system that runs on the city travel range is currently for the process of selling travel ticket sales carried out manually and through a communication device in the form of a telephone. If consumers want convenience in ordering, then consumers must ask directly to the Kisaran city travel. After consumers obtain information about booking the desired travel ticket, then the consumer purchases a travel ticket. *Use Case* diagram describe how the processes carried out by the actor against a system.

There are 3 actors involved in this Customer Relationship Management application admin, member dan user. Class diagram illustrates how the structure of system design. All processes carried out by the actor on the application will be defined using class diagrams. Class diagram shows the form of visualization in making the system. Each class has attributes and methods / functions according to the process that occurs. In this comment menu the user or member can submit suggestions or his opinion will be read by the travel company admin. And this application website visitors can view web pages, listings interference, and developers. As for users, they can consult with system, the user must register first after the registration is successful, then the user must login to do a consultation.

RESULT AND DISCUSSION

System implementation is part of the system development life cycle, to carry out an implementation it is necessary to have a computer program that is designing interfaces and writing program code in accordance with the system designed. In this application website visitors can see web pages, list of disturbances, and developers. As for the user, in order to consult with the system, the user must register first after the registration is successful, then the user must login to do the consultation.

This application was created using the PHP programming language and MySQL Database. With the analysis of the page is a way that functions as a way to order tickets better so that it can attract users to make transactions. This is a message order page that functions as a way to order tickets, this is a cost info page that functions to show all travel cost info, this is the ticket order page which is still in the ticket booking stage.

CONCLUSION

After doing the system design and application application, several conclusions can be drawn, including:

1. The Customer Relationship Management method is a more organized company in terms of minimizing costs and increasing productivity of Indah Travel companies

through automation between customers and owners in communicating easily so that the bias can get more satisfaction for customers provided by the company owner in accordance with this application system. By providing ticket booking services and the results of travel tickets ordered by customers from the owner of a travel company that can be done online.

2. This application can also make it easier for customers to book travel tickets online and the company by continuing to provide information to customers empty bench numbers and remaining travel tickets.
3. Can facilitate administrators in processing data, and ticket sales data and tickets remaining in the company's database and can be ordered if the customer wants to travel to a predetermined city. With the data that has been backed up.

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