

## IMPLEMENTATION OF WEB-BASED CUSTOMER RELATIONSHIP MANAGEMENT IN GUCCI BUNUT SHOES

Santoso<sup>1\*</sup>, Suparmadi<sup>1</sup>

<sup>1</sup>Informatics Management, Sekolah Tinggi Manajemen Informatika dan Komputer Royal, Indonesia

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**Corresponding author:**

massantoso78@gmail.com

**Keywords:**

Customer relationship management  
e-marketing  
bunut shoes

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**ABSTRACT**

Gucci Bunut shoes is engaged in manufacturing and selling bunut brand shoes and leather sandals. Now has many customers. Management of marketing information systems still uses conventional methods without being accompanied by the use of computers. To improve services to customers, it is necessary to make a web-based Customer Relationship Management. This design was made with Unified Modeling Language Tools consisting of use case diagrams, sequence diagrams and class diagrams. Expected to establish good relationships with customers and get new customers, so the company's profits will increase.

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## INTRODUCTION

The development of internet technology is very influential on business processes that utilize the internet network for marketing processes and establishing relationships with customers. Bunut shoes and sandals are very well-known products, both quality and model. Gucci Bunut shoes is one of the Community Craft Business engaged in the manufacture and sale of shoes and sandals bunut brand leather. At this time, Gucci bunut shoes already have a lot of customers, both locals and from outside. Management of marketing information systems still uses conventional methods without being accompanied by the use of computers. To improve service to customers, appropriate, effective and efficient strategies are needed. Web-based Customer Relationship Management (CRM) is one of the strategies that can be applied in this regard.

Customer Relationship Management is the process of building and maintaining long-term profitable relationships between business entities and customers through the provision of valuable and satisfying services that enable them to maintain market share and increase customer loyalty[1]-[4]. CRM is a strategy of how to optimize profitability through developing customer satisfaction, thus requiring knowledge gained from customer data[5]-[7]. In the field of information technology (IT), the term CRM is used to describe various software applications that are used to optimize the functions of marketing, sales and service to customers[8],[9].

The web is a tool in the form of computer applications that utilize internet connections. Online shop is a web facility is a facility in the form of web-based

applications[10]. This design was made with Unified Modeling Language Tools consisting of use case diagrams, sequence diagrams and class diagrams. The combination of the concept of CRM with web-based applications that can support sales and marketing activities to make it easier to get customers so that company profits will increase.

## METHOD

The framework is a basic conceptual arrangement that is used to solve in realizing research. The research framework is the steps that will be carried out in order to solve problems systematically and sequentially. The framework of this research is as follows:

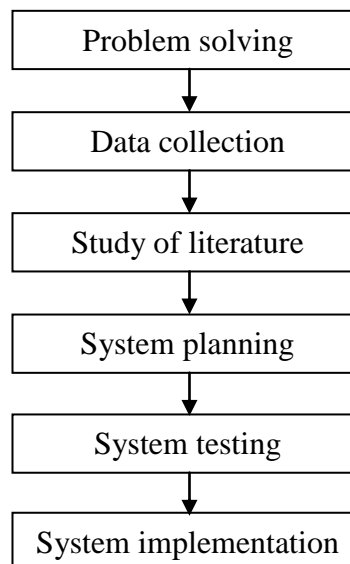


Image 1. Research Framework

The Number of Community Craft Businesses Bunut brand shoes make intense competition, making entrepreneurs must be more responsive in using opportunities. In line with technological developments and customer needs for fast and practical service access, the concept of web-based CRM can be applied in this regard.

Web based CRM can be a new breakthrough to advance the marketing process and delivery of information about the product at Gucci bunut shoses, retain customers, get new customers, improve good relationships with customers. CRM operations include integrated automation of the entire business process, such as marketing automation and service.

Admin is in charge and has access rights to manage all data, namely store profile data, product categories, products, orders, shipping costs, how to purchase, and reports.

Consumers can see the store profile, how to purchase, product categories, all products, send messages, and register members. Members can be login to the member page to make the process of purchasing products, view shopping carts, send messages and view total shopping details. Use Case System process diagram that will be designed in Gucci bunut shoses as shown below:

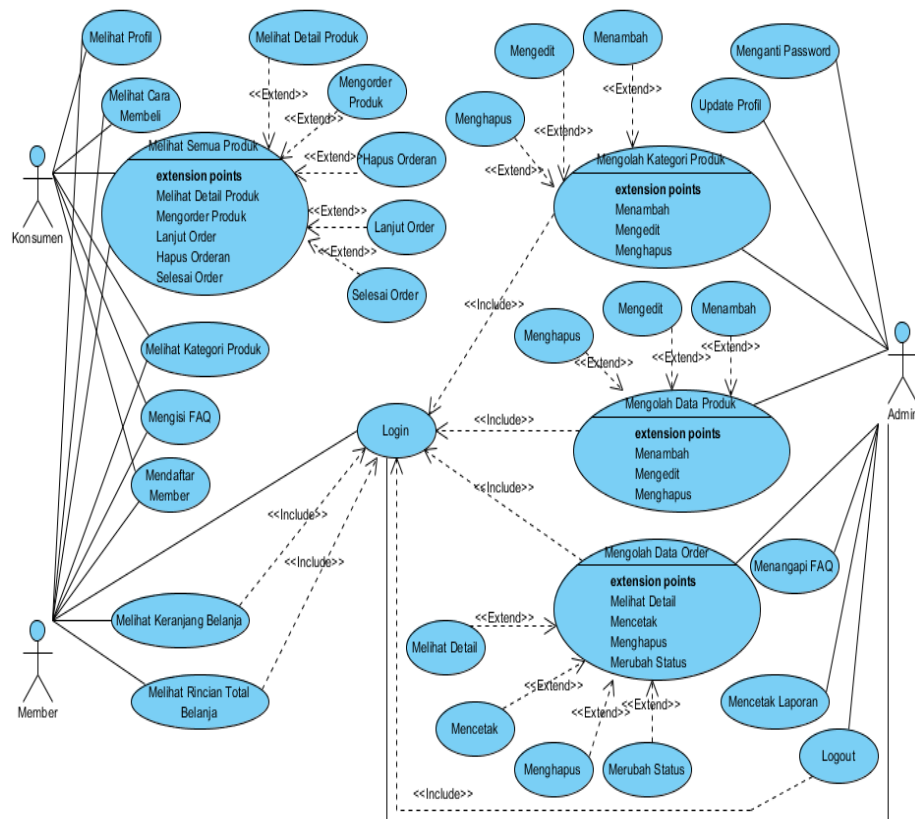


Image 2. Use case diagrams with CRM

The classes that exist in the system structure must be able to perform functions in accordance with system requirements. For more clear class diagrams on the system in Gucci bunut shoses as shown below:

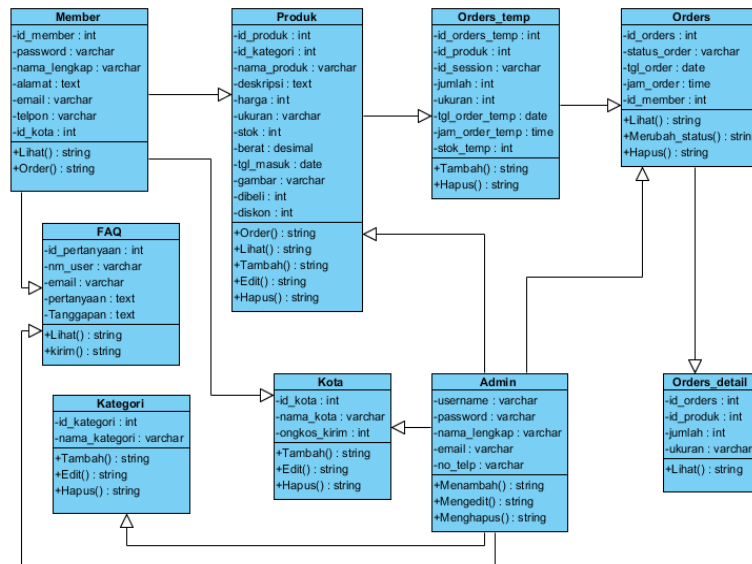


Image 3. Class diagrams

Sequence diagrams explain the interaction of objects based on time sequence and also can describe the sequence or stages that must be done to be able to produce something. Following are some of the sequence diagram displays from web-based CRM on Gucci bunut shoes:

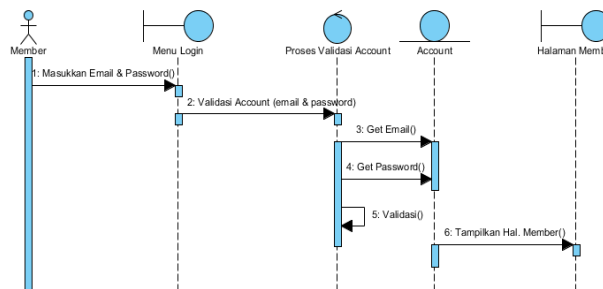


Image 4. Sequence diagrams – member login

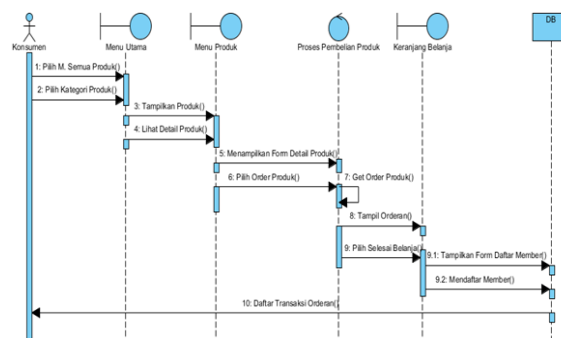


Image 5. Sequence diagrams – customer shopping

## **RESULT AND DISCUSSION**

Implementation is the stage to create or implement the results of the design that has been made, including the stage of coding the program, translating data or solving problems that have been designed into the PHP programming language, and the MySQL database. The implementation of the interface design is divided into two parts, namely the implementation of the user interface design and the implementation of the admin interface design. Implementation of the user interface consists of several menu options including home menu, profile, how to purchase, all products, shopping cart, FAQ and login. While the implementation of the admin interface design consists of home, change password, profile of online stores, product categories, products, orders, shipping costs, how to purchase, FAQ, reports and logout.

Furthermore, testing of existing systems is aimed at ensuring that elements of the system function as expected. If deemed unfeasible, improvements must be made so that the system is made complete and accurate until it is completely ready to use.

CRM is able to maintain customer loyalty for the long term, attract new customers, develop the quality of its services, provide information to customers and get feedback from customers in the form of complaints, suggestions and responses to services received[4]. CRM application helps to know customer desires, business people can identify and analyze customer wants and needs by dealing directly through electronic media, as well as knowing customer segmentation[7].

From the results of implementation and test results it can be explained that the system designed on Gucci bunut shoes is a system that provides admin ease in data processing, such as inputting product data, product categories, and printing reports. Likewise for consumers, can choose products and order products quickly. In addition to the FAQ facility, consumers can easily ask questions about the product and get answers directly from the admin or customer service, so that buyers easily get the information needed.

## **CONCLUSION**

In the marketing information system Gucci bunut shoes still use conventional methods. By using a web-based CRM system the data storage process can be more accurate and neatly stored, and the process of delivering promotional information can be faster and the response to customer service will be better. Web-based CRM meets the needs and has the advantage of being integrated with systems related to customer service so that it can retain customers, add new customers and profit will increase by itself.

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