THE ROLE OF CRM IN MAINTAINING CONSUMERS WITH THE RISE OF UNHEALTHY PRICE COMPETITION IN COFFEE SHOPS.

Afdhal Syafnur
Information System, Sekolah Tinggi Manajemen Informatika dan Komputer Royal, Indonesia

ABSTRACT

Being a coffee trader or building a coffee shop is not easy, other than the lack of public education about coffee. Because basically all this time we are treated to packaged coffees at a relatively cheap price and easy to serve. Keeping consumers survive by building emotional attachment to consumers. With Customer Relationship management, coffee traders can build emotional ties with customers. Convincing customers with the price of coffee that we offer by building good relationships with customers.

INTRODUCTION

Coffee is one of the producers of Indonesia's foreign exchange resources and plays an important role in the development of the plantation industry[1]. The coffee shop is a very lucrative business venture at this time, the development of coffee shops in regions in Indonesia is very fast. Not only in big cities, but small areas also have many coffee shops that are mushrooming despite different standards and markets. Drinking has been a routine of Indonesian society since ancient times. Indonesia is one of the best coffee bean producers in the world. Coffee connoisseurs in Indonesia no longer see from the age side, from teenagers, adults to seniors. Coffee is a daily consumption and has become part of everyday drinks.

The current growth of coffee shops is inseparable from the influence of big city lifestyles that give pleasure to customers who are looking for pleasure or a favorite gathering place. Kasiko coffee shop which is located at Jl M. Yamin Kisaran present in the community as a coffee shop that focuses on selling various coffee drinks and beans or powder at retail. With this coffee shop, it is expected to educate the public and be present in the midst of the community environment so that it becomes the place of choice for buying fresh coffee.

The current competition in coffee prices is very alarming. Many coffee shops compete with coffee that is sold in retail packages that are sold very cheaply, making coffee shop owners have to work extra extra to provide education to customers so that customers stay afloat for shopping for these coffee products.
METHOD

Customer Relationship Management can help store customer data and can make two-way communication [2].

Customer Relationship Management

CRM is a way of marketing that is very much done by businesses or businesses whose goal is to keep customers buying products that have been offered by them [2]. CRM basically aims to make closeness with customers in more detail and provide services to customer needs. As for some of the concepts of CRM as follows [2]:

- Build a customer database.
  a. Creating profiles from customers
  b. Analysis of the benefits of each customer
  c. Efficiency in interacting with customers

CRM function

a. Identify factors that are important to customers
b. Build a bridge of communication with customers
c. Knowing customer needs
d. Look at the customer's character standpoint
e. Respond to every complaint and input from customers[3]

Benefits of CRM

Benefits obtained from implementing CRM include:

a. Maintain consistency of existing customers
b. Attract new customers with personal offers
c. Ease for consumers to get information about our products
d. Customer Tracing
e. Build customer loyalty

CRM stages

In its development, CRM is divided into several stages:

a. Attract new customer
   New customers are obtained by providing easy access to information on products sold
b. Improved customer relationships.
   Establish good relations with customers by providing optimal service.
c. Look after customers.
   This is the stage to get customer loyalty by receiving input and meeting customer needs[4].
Customers

Customers are people who are accustomed to buying the products we sell [5]. The habit occurs due to frequent transactions over a certain period of time. Without a strong bond of connection and spending that occurs repeatedly, then the person is not a customer but just an ordinary buyer.

RESULT AND DISCUSSION

The results of the stages of this research are as follows:

Home Display

This is the start page of the e-crm coffee shop. Visitors and members can see the menus offered at the coffee shop.

![Image](image_url)

**Figure 1. Home**
**Detail menu**

Visitors can see the details of the menu offered.

![Coffee Shop Kasiko](image1)

**Figure 2. Detail Menu**

**Customer Order**

Customers or visitors can immediately place orders through the coffee shop.

![Coffee Shop Kasiko](image2)

**Figure 3. Customer Order**
Detail Order

After placing an order, visitors or customers can view the order order details.

Payment

Customers can make payments via bank transfer or on-site payment when the order arrives.
CONCLUSION

Customer relationship management has a positive effect on business actors. This can increase customer loyalty to our efforts to keep shopping at the coffee shop.

BIBLIOGRAPHY


