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

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**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 Relathionsip 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.



Figure  1. Home

**Detail menu**
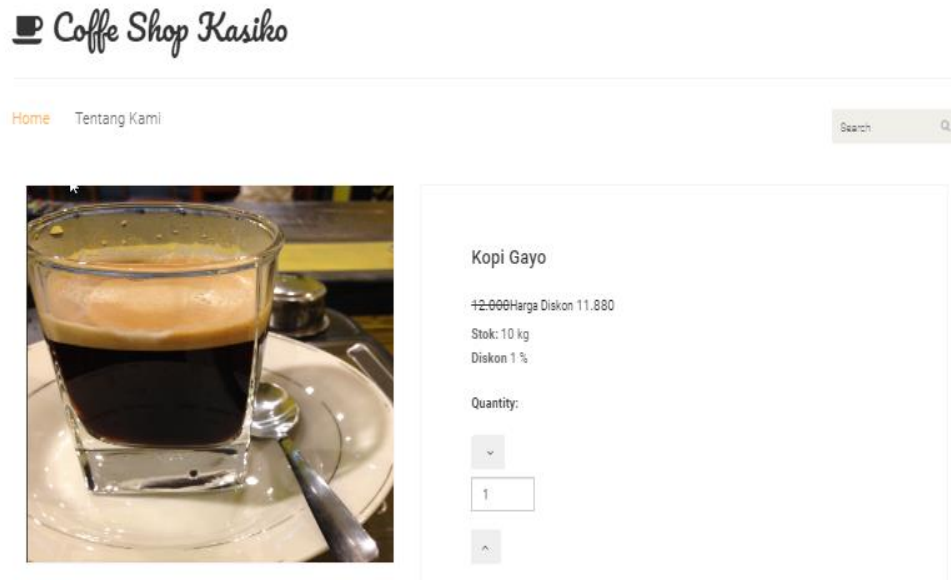
Visitors can see the details of the menu offered..



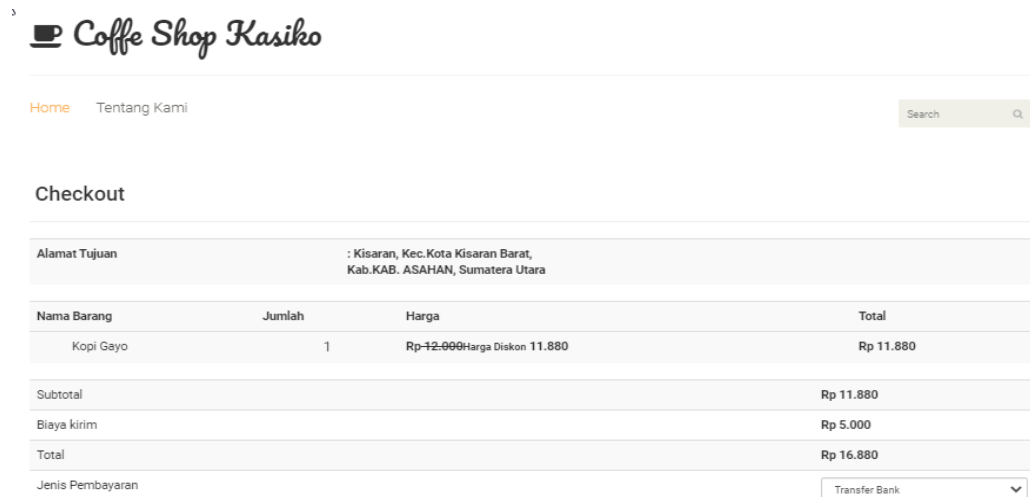Figure 2. Detail Menu

**Customer Order**

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



Figure 3. Customer Order

**Detail Order**

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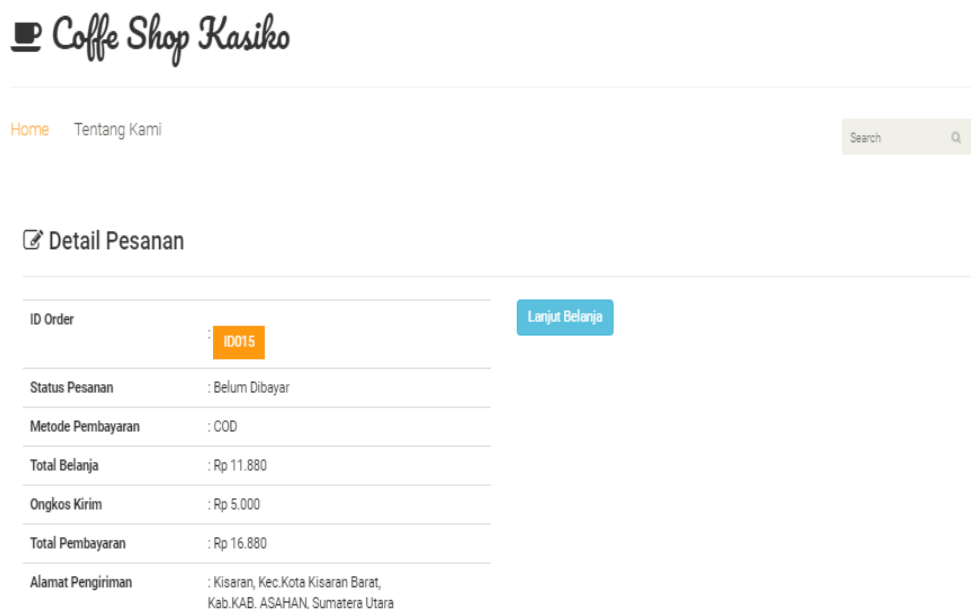


Figure  4. Detail  Order

**Payment**

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



Figure  5. Payment

## 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.

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