APPLICATION OF CRM METHODS FOR SALES SYSTEMS SHOES AND SANDAL PRODUCTS AT KOAKI STORE

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Abstract: Koaki Store is a company engaged in the sale of various women's shoes and sandals that do not yet have the media to sell and promote the products they sell so that customers cannot know if there are new products or promo package products, unless the customer comes directly to the Koaki Store . As for the ordering process, customers must come directly to the store to buy products, this causes ineffective time utilization and inefficient costs incurred by customers who are far from the Koaki Store location, whereas if the order is made by telephone, customers cannot see directly . information about the products offered. In connection with this, a website-based application is needed at the Koaki Store that combines sub-systems including a sales system, recording order data, recording sales data, recording customer data online which becomes a unified system that is expected to be used to improve product sales services. The application of the CRM method is expected to be able to make customers loyal to the company so that the relationship that occurs is not only a relationship between sellers and buyers, but rather leads to a partner relationship. The goal to be achieved in this research is to facilitate the Koaki Store in providing online promotions in order to get new customers.

Keywords : Customer Relationship Management; Customer Service; Sales Increase

Abstrak: Koaki Store merupakan perusahaan yang bergerak di bidang penjualan aneka sepatu dan sandal wanita yang belum memiliki media untuk menjual dan mempromosikan produk yang mereka jual sehingga pelanggan tidak dapat mengetahui jika ada produk baru atau produk paket promo, kecuali pelanggan datang langsung ke Toko Koaki. Sedangkan untuk proses pemesanan, pelanggan harus datang langsung ke toko untuk membeli produk, hal ini menyebabkan tidak efektifnya pemanfaatan waktu dan tidak efisiennya biaya yang dikeluarkan oleh pelanggan yang jauh dari lokasi Toko Koaki, sedangkan jika pemesanan dilakukan melalui telepon, pelanggan tidak dapat melihat langsung . informasi tentang produk yang ditawarkan. Sehubungan dengan hal tersebut maka diperlukan suatu aplikasi berbasis website pada Toko Koaki yang meng-gabungkan sub sistem diantaranya sistem penjualan, pencatatan data pesanan, pencatatan data penjualan, pencatatan data pelanggan secara online yang menjadi satu kesatuan sistem yang di-harapkan dapat digunakan untuk meningkatkan pelayanan penjualan produk. Penerapan metode CRM diharapkan mampu membuat pelanggan menjadi loyal kepada perusahaan sehingga hub-ungan yang terjadi tidak hanya hubungan antara penjual dan pembeli, melainkan lebih mengarah pada hubungan mitra. Tujuan yang ingin dicapai dalam penelitian ini adalah untuk mempermudah Toko Koaki dalam memberikan promosi secara online guna mendapatkan pelanggan baru.

Kata Kunci : Customer Relationship Management, Layanan Pelanggan; Peningkatan Penjualan

INTRODUCTION

Koaki Store is a company engaged in the sale of various women's shoes and sandals and also provides a variety of locally produced women's bags. Currently, Koaki Store does not have media to sell and promote the products they sell, so customers cannot know if there is a new product or promo package product, unless the customer comes directly to the Koaki Store. As for the ordering process, customers must come directly to the store to buy products, this causes ineffective time utilization and inefficient costs incurred by customers who are far from the Koaki Store location, whereas if the order is made by telephone, customers cannot see directly. information about the products offered. In addition, the sales report has not been computerized, so it can allow errors in recording, or loss of documents or other important transaction files. Koaki Store also does not have interactive discussion media to accommodate their complaints, suggestions, and expectations. This causes Koaki Store to be less responsive in responding to customer needs.

Based on this, this study aims to implement Customer Relationship Management (CRM) to assist Koaki Store in providing product sales information, transactions and reports to promotions in the hope of getting new customers and can facilitate sales transactions so that Koaki Stores get increased profits from sales.

Several studies on the application of CRM methods that have been carried out previously include research entitled "Design and Implementation of Web-Based *Customer Relationship Management* (Case Study: Ladya's Clothing Store)" [1], *Customer Relationship Management* can be created an E Commerce site application that is communicative and informative and able to provide all conveniences such as promotion, supply of goods, trade transactions as well as targeted communication facilities. All these conveniences are intended to provide convenience to customers in transacting. Research entitled " *Customer Relationship Management* (CRM) Theory and Practice Based on Open Source" [2], *Customer Relationship Management* (CRM) is a form of business from companies to maintain communication and good relations with customers, utilizing all forms of information technology available (*web* , telephone, internet and mobile devices). Research from the title " *Customer Relationship Management* (CRM) Strategy of PT Angkasa Pura II (Persero)" [3], *Customer Relationship Management* (CRM) is currently one of the strategies used by companies to better know and understand their customers, so that companies can provide the best service and build a better long-term relationship with its customers. The research entitled "Implementation of *Customer Relationship Management* (CRM) in Web-Based Sales Applications at PT. Buana Telekomindo" [4], *Customer Relationship Management* (CRM) is to help various types of companies to identify their customers correctly, get more customers faster, and maintain customer loyalty. Research entitled "E-Commerce Sales Using the Method of *Customer Relationship Management* (CRM)" [5], *Customer Relationship Management* (CRM). The implementation of *Customer Relationship Management* (CRM), is expected to be able to make customers loyal to the company so that the relationship that occurs is not just a relationship. Research entitled "E-Commerce Sales Using Customer Relationship Management (CRM)" [6], By using E-commerce sales,

the data storage process becomes more accurate, the promotion process can be faster so that the response to sales will be faster . The research entitled "Syar'i Clothing Marketing Information System With Application of Web-Based Customer Relationship Management (CRM)" [7], Using the Customer Relationship Management (CRM) method for online transaction services makes the relationship between companies and consumers closer so that make consumers loyal and do not want to switch to other stores. The research entitled "Application of Customer Relationship Management (CRM) in Web-Based Meteorological Service Information Systems" [8]. The proposed system is a system that has met the needs and has the advantage that it is integrated with systems related to marketing and customer relations by implementing *customer relationship management* . The research entitled "Analysis of the Design and Implementation of Online Ordering Based on Customer Relationship Management (CRM)" [9]. Online ordering applications based on CRM at the Istana Carpet and Furniture Store can make it easier for consumers to order and get the information they need whenever and wherever. The research entitled "Designing Customer Relationship Management (CRM)-Based Applications for IKM Tas Yanri in Bogor" [10]. The design of a CRM-based information system at IKM Tas Yanri was built based on the business processes running at IKM Tas Yanri, with several developments being carried out on The business process is based on CRM concepts, so that a basic model of a CRM information system is obtained for IKM Tas Yanri.

Shoes and sandals are one type of footwear which literally means footwear that partially closes the foot and is open at the heel, usually on the sole and also on the heel where there is a softer part [11].

METHOD

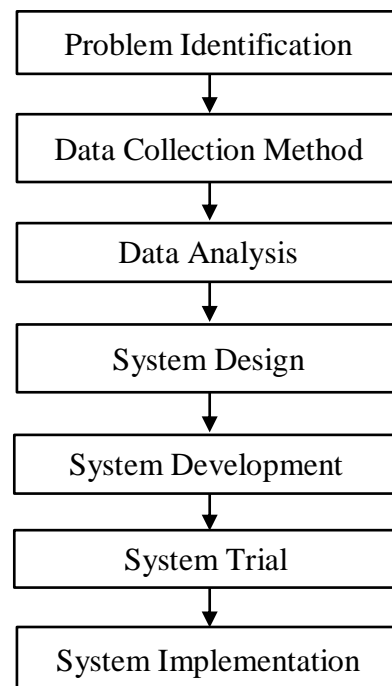The stages in this research are shown in Image 1.

Image 1. Research Stages

1. Problem Identification
   Observes several problems, namely about product information that is not optimally distributed, orders are still manual, lack of communication, and the difficulty of managing and storing customer data.
2. Data Collection Method
   Data collection method is a technique or method used by researchers to conduct web-based sales using the Customer Relationship Management method. Uses several methods of data collection, namely by observation and direct interviews with the Koaki Store, and looking for reading material about

the theories related to the problem.

3. Data Analysis

Data analysis is an activity to change research results into information that can be used to make decisions in a study. As for some of the data analysis used by the author is data on sales results and data on the number of regular customers.

4. System Design

System design is an activity of designing and determining web-based sales methods so that it can facilitate users and customers including designing user interface data and process activities. The design process carried out is observing the flow of the ongoing promotion and sales system and changing an old sales and promotion system into a new sales system that has been proposed using a design tool, namely Unified Modeling Language (UML).

5. System Development

System development is a form of planned organizational change. The development of a web-based sales system is carried out by the author by using the Hypertext Preprocessor (PHP) programming language with the help of the Laravel framework and MySQL database. By following the plans that have been made previously.

6. System Trial

After a system is designed and built beforehand, a system trial is carried out to find out related system deficiencies that must be evaluated. Here the author uses the blackbox testing method, the tests carried out only observe the results of execution through test data and check the functionality of the system.

7. System Implementation

System implementation is a procedure performed to complete the existing

design in the approved system design document and test and use the new system.

The purpose of this method is a broad and in-depth understanding of a problem that is being studied or will be studied. This method is used because this study interacts directly with the Koaki Store and the researchers directly observe, record, find out and explore sources of information about customer service and available products.

RESULTS AND DISCUSSION

The results of this test are the results of the program display that has been completed. The following are the results of the display of a web-based sales information system using the CRM method at the Koaki Store.

a . Main Page View

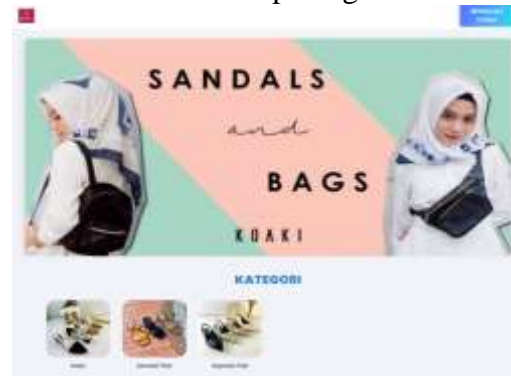The main page is the page that will be first found when opening *the website*.

Image 2. Website Main Page

In Image 2 above, CRM can be seen in the promotions given to customers in each product as well as in the promotion options.

b . Product Page

This page is a product listing page. Displays all available products.

Image 3. Product Page

In Image 3 above, the CRM referred to is the existence of price discounts or discounts on each product that can attract customers.

c . Checkout Page

This page is a follow-up to the order list. There are order details, invoice code, shipping, and the customer's address.
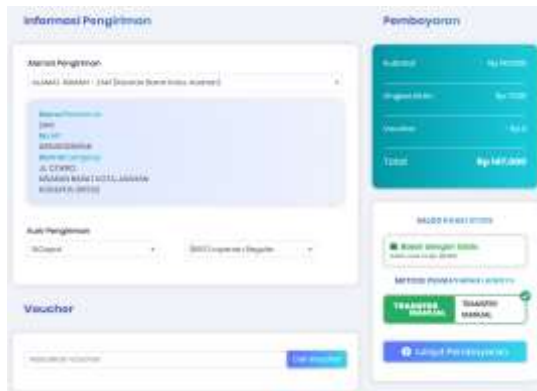

Image 4. Checkout page

In Image 4 above, the CRM referred to is the provision of vouchers such as discount vouchers or free shipping that can attract customers.

d . Product Review Page

This page is used for customers to provide ratings and comments about service and product quality.

Image 5. Feedback Page
Customer

In Image 5 above, the intended CRM is to provide criticism or suggestions for the products provided so that the store gets input for the products offered and can improve product quality so as to retain customers.

CONCLUSION

The results of implementing the CRM method produce a web-based information system that can attract new customers through easy and fast promotions and transactions. The information system with the CRM method can also help Koaki Store in promoting products to customers and simplify transactions and make sales reports. In the application of the CRM method to the Koaki Store marketing system, namely by implementing several features such as price discounts, sending direct messages, viewing comments from customers who have ordered products and tracking product shipment features. Then the CRM method information system can attract new customers and increase profits from Koaki Store sales.

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