

CUSTOMER RELATIONSHIP MANAGEMENT STRATEGY TO RETAIN CUSTOMERS IN WHOLESALE MUSLIM WEBSITE BASED

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Abstract: Along with the very rapid development of technology, there are many shops and business entities whose sales systems use the latest technology, nowadays if companies use the internet in their information systems or online sales, they get new customers and the convenience of customers in accessing the products offered. Muslim wholesalers must understand the desires of their customers in increasing customer satisfaction in maintaining good relations between customers and business owners. Customer Relationship Management (CRM) is one of the right ways to pay attention to customers at Guntur Jaya Stores in order to create communication links with their customers. CRM can also help Muslim wholesale stores with what customers need related to fashion products. The results of research conducted on Muslim wholesale stores can help in increasing customer loyalty, maintaining good relationships with customers. Furthermore, it will make it easier for Muslim wholesale stores to sell fashion products that are in accordance with the wishes of their

Keywords: Customer Relationship Management (CRM); Customer; Information System

Abstrak: Seiring dengan perkembangan teknologi yang sangat pesat, banyak sekali toko- toko maupun badan usaha yang memperbarui sistem penjualan dengan menggunakan teknologi terbaru, dewasa ini jika perusahaan menggunakan internet dalam sistem informasinya ataupun penjualannya secara *online* mendapatkan pelanggan baru dan kemudahan kepada pelanggan dalam mengakses produk yang ditawarkan. Grosir Muslim harus bisa memahami keinginan pelanggannya dalam meningkatkan kepuasan pelanggan dalam menjaga hubungan baik antara pelanggan dan pemilik usaha. *Customer Relationship Management* (CRM) merupakan salah satu cara yang tepat untuk memperhatikan pelanggan pada Toko Guntur jaya agar terciptanya jalinan komunikasi dengan para pelanggannya. CRM juga dapat membantu toko grosir muslim apa saja yang dibutuhkan para pelanggan terkait dengan produk *fashion*. Hasil dari penelitian yang dilakukan pada toko grosir muslim dapat membantu dalam meningkatkan loyalitas pelanggan, menjaga hubungan baik dengan pelanggan. Selanjutnya akan memudahkan toko grosir muslim dalam penjualan produk *fashion* yang sesuai dengan keinginan para pelanggan.

Kata kunci: Customer Relationship Management (CRM); Konsumen; Sistem Informasi

INTRODUCTION

In the development of print media in Indonesia today, many changes have occurred since the advent of the internet, which is also followed by the development of increasingly sophisticated information systems Up.

In developing a business world, the internet must have an important role and be very helpful in a business that is able to advance a business rapidly such as helping to improve performance, making a promotion, reducing costs between the two parties, and increasing sales and also as a means of communication between stores and consumers.

Muslim Wholesale Store is one of the shops and services that is engaged in the sale of various types of women's fashion products such as clothes, pants, skirts, bags, hijabs, accessories, and makeup needs are also available, this shop is located precisely on Jl. Lintas Gunug Sari, Aek Songsongan District, Asahan Regency, North Sumatra 21274. This Muslim wholesale store does not yet have a specific strategy to get new customers to find out information about products, prices and store locations, but customers must ask other customers who have been there before. visit the Muslim Wholesale Store.

In this case, the main problem with the Muslim Wholesale Store is that the store is very difficult to retain its old customers because there are so many competitors selling the same types of women's fashion, and how the store must be able to add new customers with the strategy that will be implemented. later, and there are other problems that occur in the store, namely the system that is currently running at the Muslim Wholesale Store, namely the sales system is still done

manually.

From the problems that occur in the store, the strategy that will be carried out at this time is in order to develop the store so that it can improve properly and be able to make customers become loyal to the store, the strategy is to give bonuses or hold giveaways for customers. old customers, the giveaway can be in the form of goods in the store and even cash back.

The sales system with this CRM concept, web-based sales will make it easier for companies and customers in the process of retaining customers and adding new customers. As well as being able to provide convenience for customers in accessing available product information without having to come directly to the location of the Muslim Wholesale Store.

Implementation of Customer Relationship Management (CRM) in Web-Based Double Bakery With the results of the analysis and discussion carried out, this study aims to make the Ganda Bakery better known and make it easier for visitors to obtain data information about data on goods to be sold by implementing Customer Relationship Management (CRM)[1].

Analysis and Design of Customer Relationship Management (CRM) Applications to support Customer Relationship Management. With the results of the analysis and discussion that has been carried out, it is able to overcome problems and can present information better and computerized. And it can help business owners and marketers who are directly related to this CRM application[2].

Application of Strategy (CRM) in Handicraft Sales With the results of the analysis and discussion that has been studied, providing solutions to the

problems faced can also help in sales marketing, maintain relationships with customers, and improve service to customers, as well as provide convenience to customers in making purchase transactions[3].

Implementing Strategies (CRM) in Customer Service Information Systems With the results of the analysis and discussion that has been carried out, that with this strategy system, it is able to display the purchase history of consumers, and make it easier to inform ba-rang to new customers, as well as make it easier to carry out transaction reports, and can maintain permanent subscriptions[4].

The Influence of Service Quality and Customer Satisfaction on Customer Loyalty at PT. Matahari Department Store in Mantos 2 From the results of this study aims to show that the quality of service and customer satisfaction simultaneously have a very positive and significant effect on customer loyalty[5].

The Influence of Customer Relationship Management and Service Quality on Customer Satisfaction From the results and discussion of this study, the aim is to see the effect of customer relationship management and service quality on customer satisfaction loyalty and from the results of the independent variable CRM and service quality partially positive and significant influence on customer satisfaction variables[6].

Designing Customer Relationship Management (CRM) Applications for Website-Based Pre-Order Sales With results and discussions that are used to process orders and confirm payments by customers, manage order data, and manage admin accounts[7].

Implementation of Customer Relationship Management (CRM) as an Effort to

Increase Customer Satisfaction and Loyalty in Web-Based Sports Events With results and analysis aimed at facilitating product management and customer data, Gelora Mukti Sport has been successfully built to assist stores in selling products according to their needs[8].

Maintaining Customer Loyalty With a CRM Strategy at PT. Desalite Pamulang With the results and analysis that before implementing a CRM business strategy, partners need to first fix all business aspects, namely management aspects and production aspects. Which has a goal to increase marketing and expand customer reach by using various social media[9].

Design of a Web-Based Muslim Clothing Sales Information System With the test results have the aim of increasing the economy, especially sales by utilizing technology by utilizing technology by using website-based applications[10].

This study was made with the aim of maintaining customer loyalty at Muslim Wholesale Stores by applying the Customer Relationship Management (CRM) method. Also able to implement and design Customer Relationship Management (CRM) using PHP and MySQL programming languages at Muslim Wholesale Stores. And by implementing a Customer Relationship Management (CRM) system at Muslim Wholesale Stores, it can maintain and increase customer loyalty.

METHOD

The research method used is an analysis method with a structured approach that is complete with (tools) and techniques needed in the system so that the analysis results of the developed system

produce a system whose structure can be well defined and clear.

The framework used in this research on Image 1.

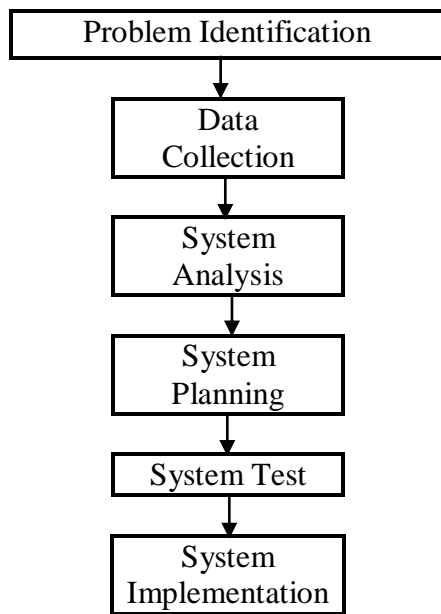


Image 1. Research Framework Image

Based on the research framework described above, the discussion of each stage in the research can be described.

1. Problem Identification

The identification of problems in this research is that the sales process is still done manually, where customers have to go directly to the Muslim Grocery Store to buy ba-rang because there is no COD system. And also serve customers only by going through facebook and whatsapp accounts. Muslim Grocery Stores are having difficulty in holding back their customers due to the considerable number of competitors. And there is another problem, namely that this Muslim Wholesale Store does not have a specific strategy to get new customers in knowing information about products, prices and locations of Muslim Whole-

sale Stores, but customers must ask other customers who have visited muslim wholesale stores.

2. Data Collection

At this stage, a data collection process is carried out using observation methods, interviews and literature studies to make observations and analysis of the sales process that occurs at Muslim Wholesale Stores to obtain the in-formation needed by researchers.

3. System Analysis

At this stage an analysis of the running system is carried out with the data obtained from data collection. Thus, it is hoped that researchers can find obstacles and problems that occur in the system and facilitate the process of selling clothing products so that researchers can find solutions to these problems.

4. System Planning

The design stage is a stage as fruitful as the planned sales system for finished Muslim fashion products. The specifications that are made are quite detailed until at the implementation stage there is no need for new decisions and it is necessary to ask what has been determined at the design stage, in the design of the system that will be designed according to the objectives of the Muslim Wholesale Store so that it can overcome existing problems.

5. System Test

It is necessary to test the system to find out whether the designed system is as expected or not. The grammatical software used is PHP. The result obtained will be evaluated, whether the problems encountered so far can be solved or not, the system is completed by experimenting on the user interface computer.

6. System Implementation

The implementation of the system is explained about the flow of using the

designed application, whether the system created can be implemented by the Muslim Grocery Store and the application created whether it is in accordance with the business processes in the Muslim Gro-sir Store. In this stage, it is also discussed how to use it so that the user can optimize the calculation of the system.

RESULT AND DISCUSSION

Ongoing system analysis is a system process that describes the working system currently applied to Muslim Wholesalers. The purpose of the development of this system is to design an attractive, effective and efficient customer relationship management system for marketing, sales and customer service for Muslim wholesalers. By building this customer relationship management application, it is expected to provide satisfaction to customers. regarding information on fashion products at Wholesale Muslim.

1. Login Page

Admin login page display to enter into system processing on Image 2.

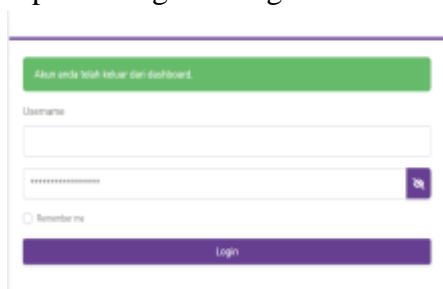


Image 2.Login Display Image

2. Home Page

is the initial page that is found after the user enters the Muslim Wholesale Business website on Image 3.

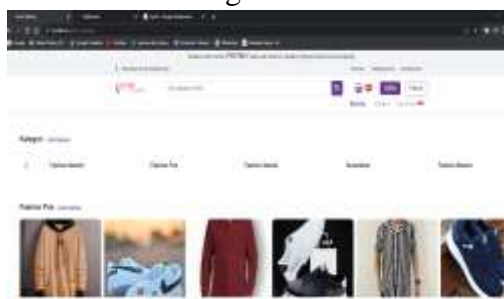


Image 3. Home Page

3. Order Page

The order page is a page for processing order data, This is how it looks on the order page on image 4.



Image 4. Order Page View

4. Voucher Page

The voucher page is a page for admins to input vouchers for discounted prices for each product that uses vouchers, the following is the display on the voucher page on Image 5



Image 5. Voucher Page View

5. Customer Dashboard Page

The dashboard page on the customer is a page for users to find the main menu on the user view, the following is the display on the submit customer dashboard page on Image 6.

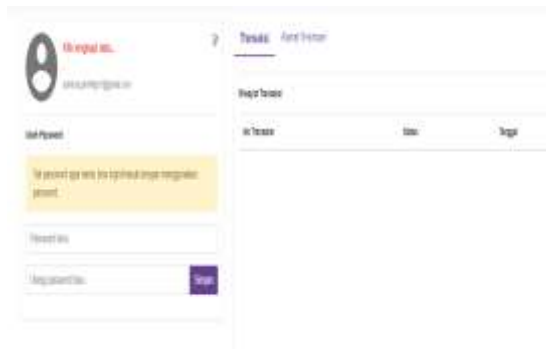


Image 6. Dashboard Page View

6. Order Page

Order page is a page for users to view the user's order data, as for the display on my order page on image 7.



Image 7. order page view

7. Product Page

The product page is a page that contains a list of products on the Muslim Whole-

sale Business website. as for display on all product pages:

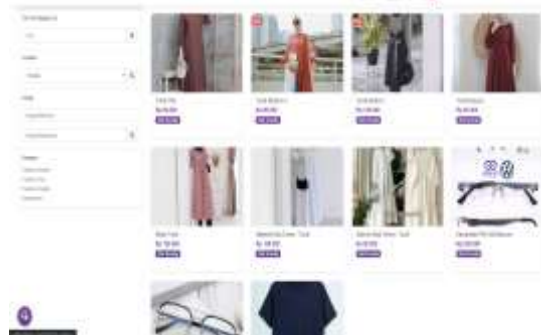


Image 8. product page view

Based on the results of the implementation and testing results, it can be explained that the system designed at the Muslim Wholesale Business is a system that can provide convenience for admins in processing data, such as inputting product data, product categories, and making print reports and avoiding errors in doing so. customer order data storage. And it can also provide benefits for shop owners (owners), namely being able to focus more on improving the quality and quality of the products being sold, and can also avoid the occurrence of a relatively low level of risk such as not experiencing any loss if the product is not sold or even if the product is not sold. the product is damaged. Likewise for consumers, they can choose products and place orders quickly. Consumers can easily ask questions about products and get answers directly from the admin or customer service, so buyers can easily get the information they need. And there are other advantages that consumers get with this system, namely being able to see products without coming directly to the store, consumers can see more clearly product details using the system, payments can also be made via transfer, COD, or Cash directly coming to the

store. stores, and consumers can immediately see the latest products from the store.

CONCLUSION

The system that has been created it easier for customers to obtain the information they need, and can also get discounts on the system that has been designed by Muslim Wholesalers, and will increase customer interest in ordering the latest products and can make it easier for customers. without having to visit the location directly, because the COD system and updated transactions can make it easier for customers to order. Even with the creation of this system, it is also useful for Muslim wholesale owners, namely they no longer find it difficult to store sales transaction data effectively, can focus more on improving the quality of products sold with the system, and can avoid the risk of loss if the product is damaged.

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