IMPLEMENTATION OF E - CRM UP - SELLING AND CROSS - SELLING STRATEGY AT MITRA SEJAHTERA STORE

Nur Adlina[1*], Afrisawati [1], Indra Ramadona Harahap[1]
[1]Sistem Informasi, Sekolah Tinggi Manajemen Informatika dan Komputer Royal
*email: linaaa.nr15@gmail.com

Abstract: The development of information technology has experienced a very rapid growth, especially the internet. The Internet makes a very helpful contribution in a business field. Fierce business competition and the rapid growth of information technology make it easy for customers to switch to other stores. Mitra Sejahtera has not implemented a service that makes it easier for customers to buy goods easily and still uses the service manually, sales report data is still used in the general ledger so it is not efficient to do neatly organized records, customers must come directly to the store to find out what products are sold then customers do not know the latest discounts and products sold in stores. Mitra Sejahtera is a beauty business venture that sells brand products such as, wardah, emina, implora, garnier, etc. One of the efforts in improving services is by applying the concept of Customer Relationship Management (CRM) and implementing Up-Selling and Cross-Selling strategies. The goal achieved in this stage is the operability of the results of the system design that has been made. With this CRM design and Up-Selling and Cross-Selling strategy, it can increase sales in meeting customer needs. This system was created to make it easier for Toko Mitra Sejahtera to sell products, process data in a computerized manner and can improve service to customers.

Keywords : cosmetics; electronic customer relationship management (E-CRM); up-selling and cross-selling strategies

Abstrak: Perkembangan teknologi informasi telah mengalami pertumbuhan yang sangat pesat terutama internet. Internet memberikan kontribusi yang sangat membantu dalam bidang bisnis. Persaingan bisnis yang ketat dan pesatnya pertumbuhan teknologi informasi memudahkan pelanggan untuk beralih ke toko lain. Mitra Sejahtera belum menerapkan layanan yang memudahkan pelanggan untuk membeli barang dengan mudah dan masih menggunakan layanan secara manual, data laporan penjualan masih digunakan dalam buku besar sehingga tidak efisien untuk melakukan pencatatan yang tertata rapi, pelanggan harus datang langsung ke toko untuk mengetahui produk apa yang dijual maka pelanggan tidak mengetahui diskon terbaru dan produk yang dijual di toko. Mitra Sejahtera adalah usaha bisnis kecantikan yang menjual produk brand seperti, wardah, emina, implora, garnier, dll. Salah satu upaya dalam meningkatkan pelayanan adalah dengan menerapkan konsep Customer Relationship Management (CRM) dan menerapkan strategi Up-Selling dan Cross-Selling. Tujuan yang dicapai pada tahap ini adalah operabilitas hasil desain sistem yang telah dibuat. Dengan desain CRM ini dan strategi Up-Selling dan Cross-Selling, dapat meningkatkan penjualan dalam memenuhi kebutuhan pelanggan. Sistem ini dibuat untuk memudahkan Toko Mitra Sejahtera dalam menjual produk, mengolah data secara komputerisasi dan dapat meningkatkan pelayanan kepada pelanggan.

Kata Kunci : kosmetik; manajemen hubungan pelanggan elektronik (E-CRM); strategi up-selling dan cross-selling

INTRODUCTION

The development of information technology has experienced very rapid growth, especially the internet. The internet is one of the networks that many people use. The Internet also makes a very helpful contribution in the field of business. Fierce business competition and the rapid growth of information technology make it easier for customers to switch to other stores [1].

Business is also a collaboration between entrepreneurs to carry out the process of buying and selling activities carried out online and offline. Business today does not only depend on product quality, but can also see in terms of service quality that encourages customers to buy the products offered. In the business field, the role of computer technology is very large because the use of computer technology makes it easier for business people to develop and advance their business. Not all companies or business people who offer the products they sell are aware of the importance of a service to customers.

Mitra Sejahtera stores have not implemented services that make it easier for customers to buy goods easily and still use manual data processing services. This causes Mitra Sejahtera business owners to compete with their competitors to get as many new customers as possible and maintain existing or existing customer service by establishing good communication. Currently, Mitra Sejahtera stores only serve offline sales, namely by coming directly to the store. In developing its business, Mitra Sejahtera continues to expand its target market to achieve its goals. Mitra Sejahtera needs a website that can connect sellers and buyers in various places and will not be an obstacle in making transactions remotely.

Based on the results of interviews with store owners, several obstacles were found including the management of sales report data which is still used in the ledger so that it is inefficient to make neatly organized records and takes a long time, customers are also still difficult to find products because the order process is still manual. Customers must come directly to the store to find out what products are sold, then customers do not know the latest discounts and products sold in the store, thus making customers less loyal in shopping. Mitra Sejahtera stores also do not always apply promotions for goods such as buy 2 get 1 and do not focus customers on adding other products. In addition, every month there is an increase and decrease in sales turnover in stores, therefore the desired income is unstable in Mitra Sejahtera stores. The following is the sales turnover at Mitra Sejahtera outlets from January to November 2022 :

Table 1. Sales Turnover of Mitra Sejahtera Cosmetics January-November 2022 :

Month	Sum
January	15.125.000
February	23.056.000
March	21.357.000
April	29.440.000
May	21.970.500
June	25.637.000
July	23.654.000
August	25.118.000
September	26.578.500
October	25.143.500
November	27.060.160
Total	264.139.660

With the development of information technology in the business world, it is necessary to implement better strategies in Mitra Sejahtera stores by implementing new ways that can help this business become more effective in improving sales services, and can support better decision making for business owners [2].

One of the efforts to improve service is to apply the concept of Customer Relationship Management (CRM) and implement Up-Selling and Cross-Selling strategies. In this study, implementing Up-Selling and Cross-Selling strategies in Customer Relationship Management (CRM) can help store owners to easily manage online services, making the relationship between Mitra Sejahtera Store and customers closer, thus making customers loyal and not wanting to switch to other stores. In information services and responses to customers are also faster, so as to provide satisfaction to customers. Mitra Sejahtera stores can meet sales targets every month.

Research by Rozikin, Daniati, and Indriati entitled "Application of Customer Relationship Management Use Cross-Selling in Kelud Outdoor". Based on the results and discussion of research in Kelud outdoor experienced problems decreasing the amount of income due to lack of orders, because orders had to come to the store. The problem of this research is how to design a system and make applications that are useful for easy transactions ordering camping equipment [3].

Research by Yuniarti, Abdillah entitled "Application of Customer Relationship Management (CRM) at Bella Songket Palembang Store with Up-Selling and Cross-Selling Methods". Based on the results and discussion of this research, the product marketing process at Bella Songket Palembang Store is still limited among customers and word of mouth, and transactions are also still carried out directly in stores. Therefore, this study aims to build an application that can be used to transact online, and facilitate the product marketing process in increasing sales while providing convenience for customers [4].

Research by Nasution, Nurwati, Saputra entitled "Increasing the Competitiveness of E-CRM-Based Online Stores (Case Study of RSMSTORE.ID Stores)". Based on the results and discussion of this study, currently Toko RSMSTORE.ID only uses Facebook and other social media for the promotion of products sold. Customer satisfaction is important in a business, so a system is needed that can help stores increase sales. One way that stores can do to be able to compete in the world of sales business is to apply a system or method, namely CRM (Customer Relationship Management) [5].

Research by Rosinta, Hasibuan entitled "Implementation of Customer Relationship Management (CRM) on Web-Based Sales Applicat-ions of PT. Buana Telekomindo". Based on the results and discussion of this study, this study aims to determine the simultaneous and partial influence of CRM and Service Quality on Consumer Loyalty at PT Buana Telekomindo. The method used in this study is qualitative, with the type of research is descriptive and actional. Research actions to improve business processes and then design CRM-based information systems [6].

Research by Zulfata, Wardani, Brata entitled "Development of

Electronic Customer Relationship Management (E-CRM) at Aneka Sport Malang Shoe Store with Dynamic CRM Framework Method". Based on the results and discussion of this research, this study aims to design and build Electronic Customer Relationship Management (E-CRM) software in Aneka Sport Malang shoe store using the CRM dynamic framework method [7].

Research by Masrina, Amin, Putri entitled "Implementation of E-CRM to Increase Product Sales in Web-Based Matrix Celluler Oko ". Based on the results and discussion of this research, this research was conducted with the aim of designing a new system, namely Customer Relationship Management that is attractive and effective for sales and customer service in accordance with the needs of the store and customers, Helping Matrix Cellular provide trust to customers by implementing cash, credit and COD (Cash On Delivery) transaction features. The research method uses qualitative methods with a qualitative descriptive design format with data collection techniques, namely interviews, observations and literature research [8].

Research by Syahputra, Kurniawan entitled "Design of Desktop-Based Booking and Payment Applications at UD Printing. AZKA Gemilang uses prototype method". Based on the results and discussion of this study, the management is still manual so employees must work more carefully in recording orders to payment, looking for order data, and the necessary reports. For this reason, it is necessary to implement a desktop-based application in managing the data [9].

While in this study it is explained that the importance of E-CRM (Electronic Customer Relationship Management) and Up-Selling and Cross-Selling strategies to overcome all complaints to customers, and provide convenience for store owners in establishing the right relationship and being able to manage sales data and customer data well. The purpose of Up-Selling and Cross-Selling with this system, everything can be done compu-terized.

This system has live chat, comment, review and star rating features to find out customer needs and as a form of Toko Mitra Sejahtera services, and this system also has a division of customer categories to get promos to maintain customer loyalty. Hopefully the system design can help Mitra Sejahtera in carrying out sales strategies.

METHOD

This research framework is a frame of mind that can be used as an approach to solving problems in Mitra Sejahtera Store. Here is the framework of this study as shown below
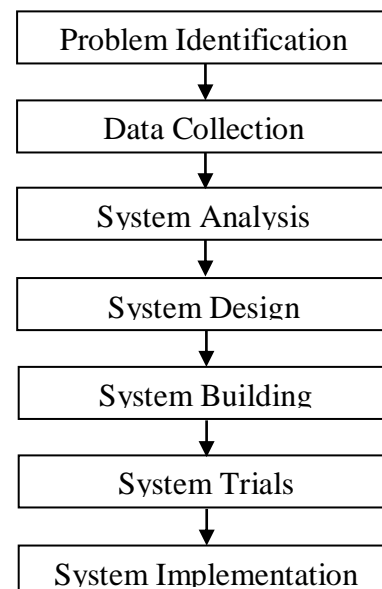

Image 1. Research Framework

Based on the research framework above, each stage is described as follows :

1. Problem Identification
   At this stage the researcher identifies what problems occur in the Mitra Sejahtera store.

2. Data Collection
   At the data collection stage, the data obtained are obtained through observation, interviews and literature studies.

3. System Analysis
   At this stage an analysis of the running system is carried out. Thus, it is hoped that researchers can find problems that occur in the system so that it makes it easier for Mitra Sejahtera to serve customers.

4. System Design
   System design is a stage of the planned sales system. In designing a system that will be designed in accordance with the objectives of the Mitra Sejahtera store so that it can overcome existing problems.

5. System Creation
   In the creation of this system is the stage that converts the results of previous analysis and design into a programming language that is understood by the computer.

6. System Trials
   System Trials are carried out after the system design process has been completed. This is to find out whether the system that has been created is as expected.

7. System Implementation

In this stage, it will be discussed how users will use the system and explained about the flow of using the application so that users can optimize the system that has been created again.

The process in this study focuses on the application of cosmetic sales at Mitra Sejahtera Stores. This system is made website-based by implementing Up-Selling and Cross-Selling E-CRM strategies. This system is useful for improving service to customers and maintaining good relations between companies. This system will be made according to what customers need to attract and retain Mitra Sejahtera Store customers.

In this research method, a way is carried out to get solutions to problems that occur in Mitra Sejahtera Store. The research method used for this study is qualitative method.

Qualitative methods are methods that place more emphasis on aspects of deep understanding of a problem.

The type of research used is descriptive research that tends to analyze. Descriptive research is research conducted by collecting data in the form of written, spoken and image words [10]. This research took the object of research at Mitra Sejahtera Cosmetics Store.

Mitra Sejahtera Cosmetic Shop is a business venture that focuses on selling cosmetics from several brands. Data sold at Mitra Sejahtera Cosmetic Store can be seen in the following table.

Table 2. Product Table

Code	Item Name	Category
WA001	Wardah Acnederm Pore Blackheaad Balm 20 g	Wardah
WA002	Wardah Acnederm Pure Foaming Cleanser 60 ml	Wardah
WA003	Wardah Acnederm Pore Refining Toner 100 ml	Wardah
WA004	Wardah Acne Care Serum 15 ml	Wardah
WA005	Wardah Acnederm Acne Spot Treatment Gel 15 ml	Wardah
WA006	Wardah Acnederm Day Moisturizer 40 ml	Wardah
WA007	Wardah Acnederm Night Treatment Moisturizer 40 ml	Wardah
ED384	Emina Dailymatte BB Cream	Emina
ED385	Emina Dailymatte Losepowder	Emina
ES386	Emina Skinbody F. Wash	Emina
IU420	Implora Urban Lip Cream Matte 1	Implora
IU421	Implora Urban Lip Cream Matte 2	Implora
GL669	Garnier Light Complete Whitespeed Foam 9 ml	Garnier
GS688	Garnier Sakura White Foam 9 ml	Garnier
. . .	. . .	. . .

Mitra Sejahtera store has 760 products, but the following products are displayed from 1 to 35. The following table lists item codes, item names, and categories. There are several brands sold at Mitra Sejahtera Store, namely wardah, emina, implora, garnier, and scarlett. Mitra Sejahtera is a beauty business that sells several brands of products such as wardah, emina, implora, garnier, and other brands sold in stores. Mitra Sejahtera was built since the 11th month of 2010 which is owned by Mr. Muslim and has 3 employees. Mitra Sejahtera's store address is located at Jalan Sisingamangaraja No.365, West Kisaran District, Asahan Regency.

RESULTS AND DISCUSSION

Product Page

This page can see what products are in the store for the desired needs. Product data display can be seen in image 2.

Image 2. Product Page

Cross-Selling Shopping Cart Page

This page can attract customers where customers who want to shop with just one product can be several other products. Here's what the cross-selling cart page looks like :
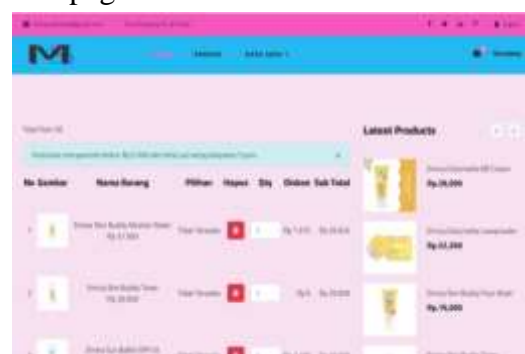

Image 3. Cross-Selling Shopping Cart Page

Up-Selling Shopping Cart Page

This page can attract customers where customers who want to shop only need small products then can choose large products only because of the discounts listed. Here's what it looks like on the up-selling cart page:

Image 4. Up-Selling Shopping Cart Page

Customer Order Details

This page is useful for viewing the overall details of a customer's order after checkout. Here's what the customer order detail page looks like :

Image 5. Customer Order Detail Page

Payment Confirmation Page

After placing an order, the cust-omer is required to make a payment. Then upload the proof of payment on this page. For customers who do not want a payment method via Bank trans-fer, it can be through the Cash On Delivery (COD) system. Here's what the payment confirmation page looks like:

Image 6. Customer Order Details Page

CONCLUSION

With the E-CRM design and Up-Selling and Cross-Selling strategy, it can make it easier for store owners to record sales report data in a compu-terized manner and expand the media to promote the store to customers with it expected to increase sales in meeting customer needs. So that old customers and new customers are not easy to switch to another store.

With discounts, cashback, and other sales, the Mitra Sejahtera store makes customers interested in shopping, and by being given good service, it can establish relationships with customers the better for the future so as to make customers loyal to the store.With the website at the Mitra Sejahtera store, it can help customers find information in the store, and make it easier for customers to place orders and transacti-ons remotely.

This website will also make it easier for Mitra Sejahtera to manage sales data every month, and can find out the stock of goods available on the website which previously could only be known manually, and can provide convenience in managing all data and transactions.

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