

POINT PROGRAM DESIGN AND NEW CUSTOMER ACQUISITION WEB-BASED AT IBIL ASAHAN STORE

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Abstract: Toko IBIL Asahan is a retail business engaged in selling children's and adult clothing. Customer retention and marketing tactics are vital for corporate success. Especially for retail enterprises like the Ibil Asahan Store, it's critical to consistently create novel strategies to draw in new clients and keep existing ones. This research aims to design a web-based new customer acquisition and points program to increase buying interest and customer loyalty at IBIL Asahan stores. The research method used is a case study, which involves collecting data from primary and secondary sources. Primary data were obtained through direct observation at Toko IBIL Asahan and interviews with store management. The results of this study resulted in the design of a point program integrated with the web application to provide incentives to customers to shop regularly at Toko IBIL Asahan. This points program will give customers points every time they make a purchase, and these points can be redeemed for gifts or discounts in the future. In addition, new customer acquisition strategies are also proposed, including marketing through social media, promotional campaigns, and collaboration with local partners. This web application also provides information about point programs, special offers, and other features that can interest customers. In addition, the installation of point machines in stores will also be carried out to make it easier for customers to collect points and exchange them.

Keywords: Cashier Application; database; member; point; pos

Abstrak: Toko IBIL Asahan adalah sebuah usaha retail yang bergerak di bidang penjualan pakaian anak-anak dan dewasa. Strategi pemasaran dan retensi pelanggan menjadi faktor penting bagi keberhasilan bisnis. Terutama bagi bisnis ritel seperti Toko Ibil Asahan, penting untuk terus mengembangkan cara-cara baru untuk menarik pelanggan baru dan mempertahankan pelanggan yang sudah ada. Penelitian ini bertujuan untuk perancangan program poin dan akuisisi pelanggan baru berbasis web untuk meningkatkan minat beli dan loyalitas pelanggan pada toko IBIL Asahan. Metode penelitian yang digunakan adalah studi kasus, yang melibatkan pengumpulan data dari sumber primer dan sekunder. Data primer diperoleh melalui observasi langsung di toko IBIL Asahan dan wawancara dengan manajemen toko. Hasil penelitian ini menghasilkan perancangan program poin yang terintegrasi dengan aplikasi web untuk memberikan insentif kepada pelanggan untuk berbelanja secara teratur di Toko IBIL Asahan. Program poin ini akan memberikan poin kepada pelanggan setiap kali mereka melakukan pembelian, dan poin-poin ini dapat ditukarkan dengan hadiah atau diskon di masa mendatang. Selain itu, strategi akuisisi pelanggan baru juga diusulkan, termasuk pemasaran melalui media sosial, kampanye promosi, dan kolaborasi dengan mitra lokal. Aplikasi web ini juga menyediakan informasi tentang program poin, penawaran spesial, dan fitur-fitur lain yang dapat menarik minat pelanggan. Selain itu, pemasangan mesin poin di toko juga akan dilakukan untuk memudahkan pelanggan dalam mengumpulkan poin dan menukarkannya.

Kata kunci: aplikasi kasir; database; member; poin; pos

INTRODUCTION

IBIL Asahan Store, a local retailer, has become one that addresses this problem. An entrepreneur needs to be skilled at managing information since it is essential for receiving accurate and timely information about managing a business[2]. The right way to compete in the business field is to start optimizing business functions automatically such as the application of accounting information systems in order to create effective and efficient business processes[3].

According to research by entitled "Design of Cashier Application Information Systems in Web-Based Coffee Restoration Cafes", many business actors still do their business procedures manually, which has various drawbacks. The human error element that every person has is likewise inextricably linked to this. It is appropriate for business actors to seek answers to these issues in light of these factors. Making a Point of Sales application is one such approach. [4]

In study entitled "Qasir Cashier Application Usage Analysis", The business world gets many positive things with the presence of web technology such as increasing the efficiency of costs so that the costs incurred can be more effectively used and help in all lines [3]. According to entitled "Implementation Of The Qasir Application As A Financial Recording System In The "Gen-tamas" Kudus Batik Production House," the application can be used to record financial transactions. Including recording transactions such as the use of the QASIR application, problems that often occur in recording transactions and financial reports can be minimized. The calculation of profit loss can also be quickly obtained[2]. However, in the research conducted "Design of Cashier Applica-

tion Information System at Web-Based Coffee Restoration Café", He argues that from the many similar business places and competing with each other for profit, business owners must pay more attention to service to customers[5].

Furthermore, the findings of research into the use of the "Implementation of The Greedy Best First Search (Gbfs) Algorithm Implementation Of The Greedy Best First Search (GBFS)", that customers are encouraged to frequent IBIL Asahan Stores by means of the points program. In this program, customers will earn points every time they make a purchase, and these points can be redeemed for gifts or discounts in the future. This way, customers will feel valued and incentivized to continue shopping at the store [6].

In the study entitled "Analysis of Use of Poinku Applications as Attraction" in a lot of shopping centers, the transaction process is frequently carried out via the cashier application. However, not all apply the concept of points both from the limitations of application and company management. According to the study's findings "Analysis of the Use of the Poinku Application as an Attractive and Shopping Facility at Indomaret", users are drawn to the Poinku application when making purchases, especially when it offers features like incentives and rewards since it encourages them to make additional purchases[7]. In addition to the points program, new customer acquisition strategies are also important to increase the market share of IBIL Asahan Store. Through marketing through social media, promotional campaigns, and collaborations with local partners, Toko IBIL Asahan can reach more potential customers and turn them into loyal customers.

According to the article “Cashier Application at Android-Based Pharmacy”, store owners frequently feel overburdened when serving consumers. Transaction calculations still have flaws, including frequent calculation errors and the frequent loss of sales data, which results in inaccuracies when computing profit capital, even though they are supported by a calculator[8]. Utilization of the Cashier application makes it easier for MSMEs, such as the results of research conducted "Use Of The 'Smart Cashier' Application In Financial Recording As A Digital Media" with conclusions to check the amount of product inventory ready for sale, determine the amount of inventory, determine the number of products sold, determine the profit derived from sales, and can print sales receipts automatically when using the "Smart Cashier" application to record finances as a digital media for MSMEs. It is simple to check the amount of ready-to-sell product inventory, determine the amount of inventory, determine the number of products sold, determine the profit earned from sales, and can automatically print sales receipts when using the "Smart Cashier" application to record finances as a digital medium for MSMEs. [9]

The development of digital technology is very rapid in accordance with previous research entitled “Usability Analysis Of Web-Based Point Of Sales Applications Using The System Usability Scale Method (Case Study: Warung Buyut Semar)” concluded that, The rate of technological progress keeps quickening. so that there are applications and websites that are very useful, not least in the business world that increasingly improves the quality of products and services using technology so that entrepreneurs have good service and relationships

with their customers and facilitate sales reporting[10].

In this study, researchers designed a point program and a new customer acquisition strategy based on a web application for IBIL Asahan Store. The main goal it to attract potential new customers while boosting existing customers' loyalty. IBIL Asahan Store will be expected to have consistent growth as the retail sector becomes more competitive.

This research will use the case study method, which involves collecting data from primary and secondary sources. Primary data will be obtained through direct observation at IBIL Asahan store and interviews with store management, while secondary data will be obtained through literature studies and sources relevant to this research topic.

It believes that IBIL Asahan Store will have the ability to able to overcome competitive challenges by creating a successful points program and developing a new customer acquisition strategy based on web apps.

METHOD

This research uses the case study method, which involves collecting data from primary and secondary sources. Primary data will be obtained through direct observation at IBIL Asahan store and interviews with store management, while secondary data will be obtained through literature studies and sources relevant to this research topic. Secondary data are obtained through literature studies and sourced sums relevant to this research topic. The literature study involves references related to retail marketing, customer acquisition strategies, and the use of web applications in business.

The design of the Points Program and Customer Acquisition Strategy starts with the design of the database as the heart of the information. However, only a few tables related to points can be presented with design:

Table 1. Invoice Table

No.	Name	Data Type
1	Idfaktur	Int(11)
2	Tgl	Date
3	Kodefaktur	Varchar(11)
4	Jenisbayar	Enum('Cash', 'Transfer')
5	Kembalian	Double
6	Potongan	Double
7	Point	Double
8	Totalbayar	Double
9	Pelanggan	Varchar(100)
10	Tercatat	Int(11)

In table 1 there are fields added, namely points and customers as points obtained after shopping with a certain nominal. Recording points per shopping invoice is needed so that it can accumulate the number of points per customer.

Table 2. Point Redemption Table

No.	Nama	Tipe Data
1	Id	Int(11)
2	Pelanggan	Varchar(100)
3	Point	Double
4	Faktur	Varchar(11)
5	Tgl	Date
6	Kasir	Varchar(100)
7	Tercatat	Int(11)

Table 3. Customer Table

No.	Nama	Tipe Data
1	Id	Int(11)
2	Username	Varchar(100)
3	Password	Double
4	Fullname	Varchar(11)
5	Tgldaftar	Date
6	Tglexpired	Varchar(100)
7	Point	Int(11)

Table 2 and 3 shows the number of points owned by members, the number of points is recorded based on the purchase history using triggers so that the consistency of data points can be maintained and point history can be seen. The trigger code for point redemption

```
--
-- Triggers `penukaran_point`
--
DELIMITER $$
CREATE TRIGGER `penukaran_point`
AFTER INSERT ON `penukaran_point`
FOR EACH ROW UPDATE member SET
member.point = member.point -
NEW.point WHERE member.user_member
= NEW.user_member
$$
DELIMITER ;
```

Then trigger to record the number of points and subtract points in trigger:

```
--
-- Triggers `point`
--
DELIMITER $$
CREATE TRIGGER `addpoint` AFTER IN-
INSERT ON `point` FOR EACH ROW UPDATE
member SET member.point = mem-
ber.point + NEW.point WHERE mem-
ber.user_member = NEW.user_member
$$
DELIMITER ;
DELIMITER $$
CREATE TRIGGER `delpoint` AFTER DE-
LETE ON `point` FOR EACH ROW UPDATE
member SET member.point = mem-
ber.point - OLD.point WHERE mem-
ber.user_member = OLD.user_member
$$
DELIMITER ;
```

By designing an effective points program and implementing a new customer acquisition strategy based on web applications, it is expected that IBIL Asahan Store can face competitive challenges.

RESULTS AND DISCUSSION

The points program is designed to provide incentives to IBIL Asahan Store customers. Every time a customer makes a purchase, they will earn points that can be redeemed for gifts or discounts in the future. Points will be awarded based on the value of the customer's purchase. For example, every purchase worth IDR 100,000 will give 10 points to the customer. There are various choices of gifts or discounts that can be exchanged for points, such as shopping vouchers, free products, or discounts on future purchases. The application view:



Image 1. Point Transaction Display



Image 2. Member Points Display



Image 3. Display of Registration Form

The design of the points program and new customer acquisition strategy based on the web application at IBIL Asahan Store has the potential to increase

the competitiveness and growth of the store. Pro-gram points incentivize customers to shop regularly in stores, strengthen loyalty and increase purchase frequency. By providing attractive gifts or discounts, customers will feel appreciated and encouraged to continue to choose IBIL Asahan Store as their choice[6]

New customer acquisition strategies through social media, promotional campaigns, and collaborations with local partners expand the store's reach and exposure to new potential customers. Through a strong presence on social media, IBIL Asahan Store can attract the attention of a wider target market and build relationships with them through interesting content and special offers.

In terms of implementation, clients will find it convenient to obtain information about point programs, exclusive deals, and other benefits provided by Toko IBIL Asahan by using a responsive and user-friendly web application. Customers may quickly accrue points, check their point balance, and exchange them for desired incentives or discounts via the web app. The inclusion of point machines will also give clients a quick and pleasant experience within the shop. Overall, the design of the points program and new customer acquisition strategy based on the web application of the IBIL Asahan Store is expected to increase the loyalty of existing customers and attract potential new customers. With this approach, IBIL Asahan Store can strengthen its position in the retail market, expand market share, and achieve sustainable growth.

CONCLUSION

Point systems are intended to reward devoted consumers and motivate

potential new customers to make purchases. Customers can simply access the program with any internet-connected device because it is web-based. This design carries out needs research and system development in order to manage customer points and track customer acquisitions effectively. The test findings demonstrate that this program can successfully operate and benefit Toko Ibil Asahan.

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