IMPLEMENTATION OF E-CRM TO INCREASE CONSUMER INTEREST IN UD. NAZWAN TINGGI RAJA DISTRICT WEB BASED

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Abstract: The development of information technology has experienced very rapid growth, especially the internet. The internet makes a very helpful contribution in the business sector. Tight business competition and the rapid growth of information technology make it easy for customers to switch to other stores. UD. Nazwan has not implemented a service that makes it easier for customers to buy goods easily and is still using the service manually, sales report data is still used in ledgers so it is not efficient to keep neat records, customers have to come directly to the shop to find out what products are being sold so customers are not aware of the latest discounts and products sold in the store. UD. Nazwan is a beauty business that sells pants, shoes, school uniforms, shirts, dresses and sandals. One effort to improve service is by implementing the concept of Customer Relationship Management (CRM). The goal achieved at this stage is the operability of the system design results that have been created. With CRM design, you can increase sales to meet customer needs. This system was created to make it easier for UD. Nazwan sells products, processes data computerizedly and can improve service to customers.

Keywords: consumer; E-CRM; UD.nazwan.

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. UD. Nazwan 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. UD. Nazwan adalah usaha bisnis yang menjual produkcelana, sepatu, seragam sekolah, kemeja, baju dan sendal. Salah satu upaya dalam meningkat-kan pelayanan adalah dengan menerapkan konsep Customer Relationship Management (CRM). Tujuan yang dicapai pada tahap ini adalah operabilitas hasil desain sistem yang telah dibuat. Dengan desain CRM, dapat meningkatkan penjualan dalam memenuhi kebutuhan pelanggan. Sistem ini dibuat untuk memudahkan UD. Nazwan dalam menjual produk, mengolah datasecara komputerisasi dan dapat meningkatkan pelayanan kepada pelanggan.

Kata kunci: E-CRM; konsumen; UD.nazwan

INTRODUCTION

Web and internet-based technology has now become an important necessity in life activities. Every day it continues to develop, the development that is being talked about and discussed now is technology that leads to information systems and web-based applications. With the implementation of web-based technology, communication between users, admins and developers is wider because the standby time of information systems and web-based applications is very high, some even up to 24 hours per day in one week, namely the web uses advanced servers[1].

UD. Nazwan Tinggi Raja District is one of the UDs that sells several types of products, namely adult clothes, pants, sandals, school uniforms, shoes and school bags and where the shop has attractive prices. UD. Nazwan Tinggi Raja District does not yet have a strategy to get new customers to find out information about the products at UD. Nazwan Tinggi Raja District, customers must ask other customers who have purchased at UD. Nazwan, Tinggi Raja District, meanwhile to maintain UD's regular customers. Nazwan Tinggi Raja District provides discount prices to customers who frequently visit or shop at UD. Nazwan, Tinggi Raja District.

Currently the sales and ordering process is still done manually and customers come directly to UD. Nazwan, Tinggi Raja District, then there is no customer data storage so it is less effective and efficient in managing customers.

Therefore, UD. Nazwan Tinggi Raja District really needs a special strategy regarding the right customers and marketing electronic products using E-CRM with applications to make it easier for customers to find out the information available at UD. Nazwan Tinggi Raja District and displays features such as discounts, promos, ratings, live chat and coins to satisfy customers so that customers buy products in the shop repeatedly and customers feel loyal to UD. Nazwan Tinggi Raja District with CRM can help UD. Nazwan Tinggi Raja District in customer loyalty, so entrepreneurs must think of new strategies to improve sales quality and retain customers.

Customer Relationship Management (CRM) n approach that views that customers are the core of their business and the success of a company depends on how they manage their relationships effectively. Customer Relationship Management (CRM), which aims to increase long-term company profitability growth. Relationships with customers (customer relations), where this includes activities such as providing information to customers or customers, explaining procedures, procedures, times for holding events [2].

Previous research with the title "Implementation of E-CRM in Retaining Customers at Key Distro Kisaran Stores", the results of this research aim to apply the concept of Customer Relationship Management (CRM) to Key Distro Stores in order to create loyalty and improve relationships with customers . The results of this research activity are in the form of implementing CRM in the form of a Web-based application so that later the sales transaction and product delivery process becomes easier and more effective [3].

Further research with the title "Customer Service Transformation: Implementation of E-CRM in the Website-Based Indonesian Tea Business", the results of this research are expected to provide practical guidance for the Indonesian Tea business and other companies in facing intense business competition. In

addition, this research also provides insight into how website-based CRM technology can improve business performance and overall customer satisfaction [4].

Further research with the title "Information System for Implementing E-CRM to Improve the Quality of Customer Service at Family Box Pekanbaru", the results of this research will provide the company with detailed information about customers. This information is in the form of customer personal data, criticism, suggestions and whatever the customer needs, so that the company can provide responses, services and changes that are in accordance with what the customer wants [5].

The next research is "Customer Relationship Management Strategy To Retain Customers In Wholesale Muslim Website Based", the results of research conducted on Muslim wholesale stores can help increase customer loyalty, maintain good relationships with customers. Furthermore, it will make it easier for Muslim wholesale stores to sell fashion products that suit customer desires [6].

The next research is "Web-Based CRM Design at UD. Arises Fortune, the results of this research apply Customer Relationship Management can improve service to customers at UD. Generates sustenance by providing information about products, account registration, product orders, media comments and product ratings, chat, coupon vouchers, discounts, and product catalogs as product promotion media [7].

The next research is entitled "Implementation Of E - CRM Up - Selling And Cross - Selling Strategy At Mitra Se-jahtera Store" The goal achieved at this stage is the operability of the system design results that have been created. With this CRM design and UpSelling and Cross-Selling strategies, you can increase sales to meet customer needs. This system was created to make it easier for Mitra Sejahtera Stores to sell products, process data computerizedly and improve service to customers [8].

The next research is entitled "Application Of CRM Methods For Sales Systems Shoes And Sandal Products At Koaki Store". The goal to be achieved in this research is to make it easier for Koaki Shop to provide online promotions to get new customers. [9].

The next research is entitled "Application of Customer Relationship Management (CRM) in a Web-Based Cosmetic Sales Information System". The result is a web-based CRM system application that can manage customer data, product promotions, product sales, data and customer service management which is used to store customer questions [10].

Several studies presented previously explain that CRM is effective in attracting customer interest with its features. For this reason, it is hoped that by implementing Customer Relationship Management which helps owners to communicate directly with customers through CRM features such as media chat, ratings satisfaction with the product or service.

METHOD

A framework a stage or flow that is carried out in solving problems that will be carried out in designing E-CRM at UD. Nazwan Tinggi Raja District uses the PHP and MySQL programming languages. The framework stages carried out in this research are depicted in Image 1.
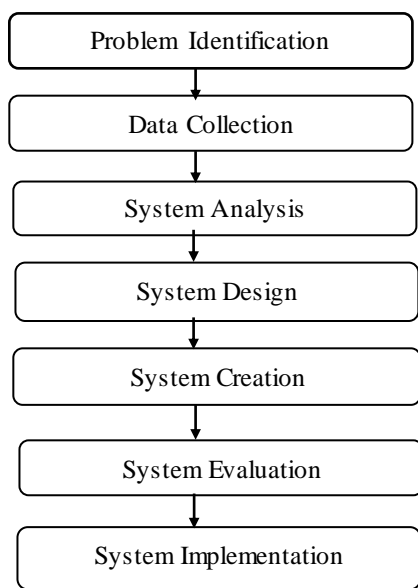
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Image 1. Research Framework

Problem Identification

This stage the identifies what problems occur in the UD. Nazwan ud nazwan still uses the service manually, sales report data is still used in ledgers so it is not efficient to keep neat records.

Data Collection

The data obtained are obtained through observation, interviews and literature studies. As for sales data UD. Nazwan Tinggi Raja District table 1.

Table 1. UD Sales. Nazwan Tinggi Raja District in 2023

No	Month	Name of Product Sold (Pcs)			
		Dress	Trousers	Bag	Shoes
1	January	51	47	18	21
2	February	64	51	9	26
3	March	56	39	12	28
4	April	89	42	14	36
5	May	102	89	9	43
6	June	84	71	27	62
7	July	77	52	16	56
8	August	59	49	13	28
9	September	64	41	7	19
10	October	48	38	4	17
11	November	52	36	6	12

System Analysis

This stage an analysis of the running system is carried out. Thus, it is hoped that can find problems that occur in the system so that it makes it easier for UD. NAzwan to serve customers.

System Design

System design a stage of the planned sales system. In designing a system that will be designed in accordance with the objectives of the UD. Nazwan so that it can overcome existing problems.

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.

System Implementation

The process in this research is focused on the application for selling clothes, shirts, trousers, school uniforms and shoes at UD. Nazwan. This system is made website-based by implementing E-CRM and strategy. This system is useful for improve service to customers and maintain good relations between company. This system will be created according to customer requirements attract and retain UD. Nazwan customer.

In this research method there is a method carried out to find a solution to the problem what happened at UD. Nazwan. That The research method used for this research is qualitative methods. Qualitative methods are methods which emphasizes more on aspects deep understanding of a problem. The type of research used is tends to be descriptive research analyze.

Descriptive research is research This is done by collecting data in the form in the form of written words, spo-

ken words and images. This research takes objects research at UD. Nazwan.

RESULT AND DISCUSSION

Increasing competition in business, demand for products that are increasing day by day, can trigger UD. Nazwan Tinggi Raja District, customers must ask other customers who have purchased at UD. Nazwan, Tinggi Raja District, meanwhile to maintain UD's regular customers. Nazwan Tinggi Raja District provides a system that can display various types of products, prices, discounts, promotions, ratings, live chat and product stock needed, so that customers feel served.

Home Page

The home page the initial page found after users enter the UD website. Nazwan Tinggi Raja District, here is the home page display:
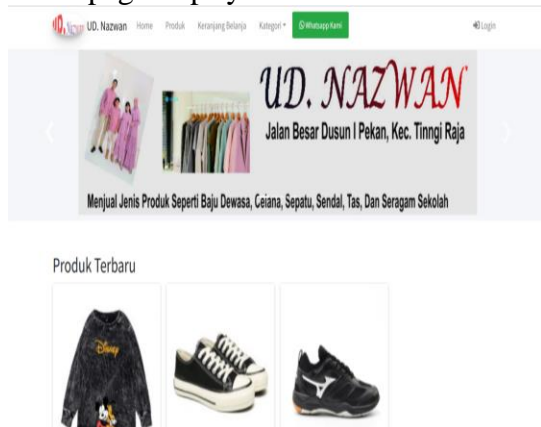
Image 2. Home page display

All Products Page

The all products page displays various products that have been reviewed by customers on the UD website. Nazwan. On this page there is a CRM, namely discounts per item and also displays stock items. The following displays the entire

product page Image 2 All Products Page Display.

Shopping Cart Page

The shopping cart page is a page that contains a list of products to be purchased. The following displays the shopping cart page:
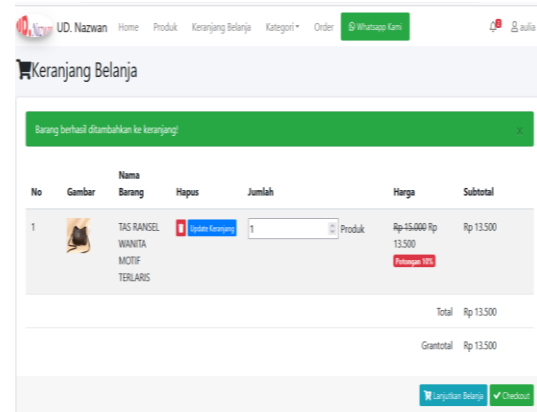

Image 3. Shopping Cart Page View

Shopping Cart Page

The shopping cart page is a page that contains a list of products to be purchased. Here's what the shopping cart page looks like:
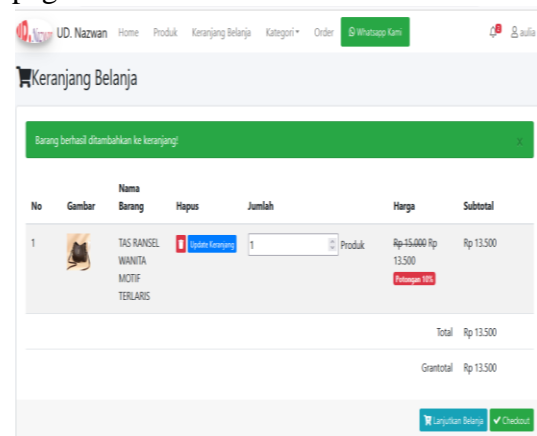

Image 4. Shopping Cart Page View

Payment Page

If the buyer has finished shopping, the buyer will go to the checkout page to complete all shipping data and apply CRM such that the customer gets coins for each subsequent

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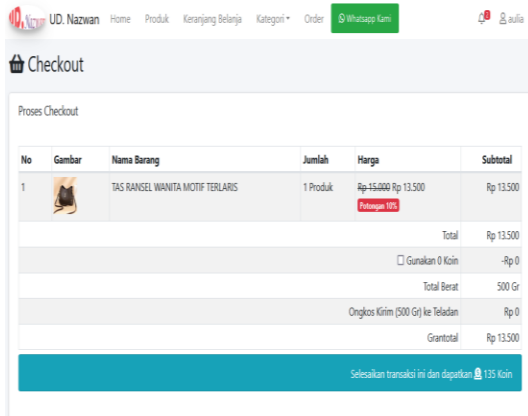purchase, here is what the checkout page looks like:

Image 5. Checkout page display

Purchase Page

When the buyer has finished checking out, the product that has been checked out will go to the purchase page and will be processed by the admin, as follows:
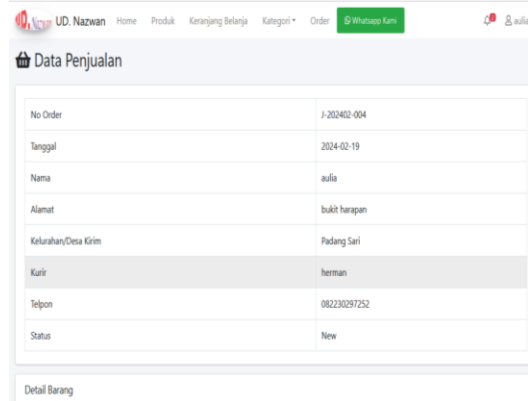

Image 6. Purchase Page View

Customer Order Data Report Page to Owner

The customer order data report will appear when all customers check out, it will go to the order data page and will be processed by the owner, the following is what the customer order data page looks like to the owner:
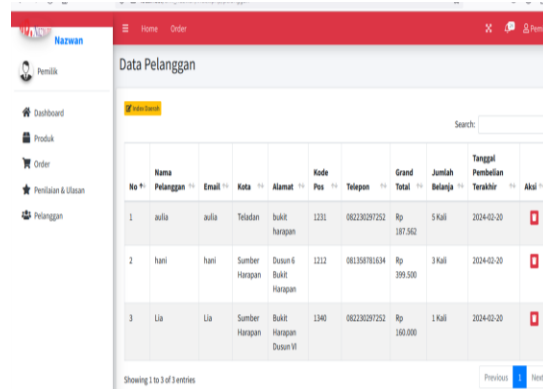

Image 7. Owner's Customer Order Data Page Display

Sales Transaction Report Page to Owner

The sales transaction report will appear when all customers pay and will be processed by the owner, following the sales transaction report page display to the owner:
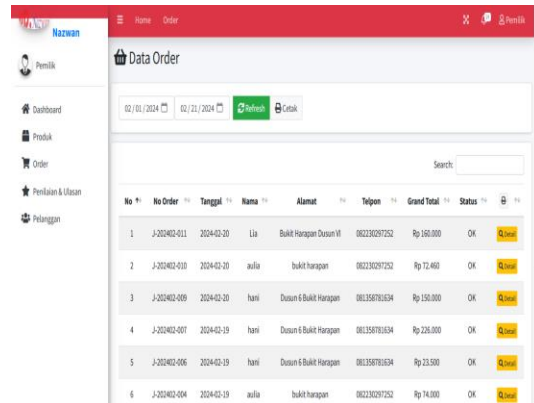

Image 8. Owner Transaction Report Page Display

CONCLUSION

By E-CRM design, This can make it easier for trading business owners to do so record sales report data computerized and expand the media promote your business to customers with it It is hoped that sales will increase at the meeting customer needs. So that's an old customer and new customers are not easy switch to another trading business.

The fitur of discounts, cashback and other sales, UD. Nazwan makes customers interested in shopping, and by providing good service, you can establish relationships with customers better for the future loyal customers to Usahan Dagang. With website at UD. Nazwan can help customers find information on Trading Business, and make it easier customers to place orders and transactions remotely.

This website will also be successful make it easier for UD. Nazwan in managing it sales data every month, and can find out stock of goods available at websites that previously only could known manually, and can provide convenience in managing all data and transaction.

ACKNOWLEGMENTS

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