IMPLEMENTATION OF THE WEB-BASED ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT APPLICATION IN THE SYMPLE STORE

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Abstract: CRM (Customer Relationship Management) is a type of management regarding the management of the company with customers to improve relationships with customers. CRM can be adapted to E-CRM (Electronic Customer Relationship Management) which requires the role of information technology. Symple Store is a business that sells various t-shirts, apparel, and screen printing services. To see the product, customers must come directly to the store because there is no media to convey product information to customers. Symple Store does not have a way to place an order if the customer does not have the time to come to the store. The purpose of this research is to create a system using E-CRM so that Symple Store sales can be done online and the E-CRM feature is a medium used to maintain the relationship between the store and customers and can also increase customer loyalty. After implementing the E-CRM application on the Symple Store, it can make it easier for customers to place orders online and the E-CRM application becomes a medium for promoting Symple Store products and with E-CRM features such as product information, transactions, discounts, promos, vouchers, chats can maintain the relationship between the store and customers and can also increase customer loyalty.

Keywords: e-crm; loyality; symple store.

Abstrak: CRM (Customer Relationship Management) merupakan jenis management mengenai pengelolaan perusahaan dengan pelanggan untuk meningkatkan hubungan dengan pelanggan. CRM dapat diadaptasi dengan E-CRM (Electronic Customer Relation Management) yang mana membutuhkan peranan teknologi informasi. Symple Store merupakan usaha yang menjual berbagai barang kaos, pakaian jadi, dan jasa sablon. Untuk melihat produk tersebut pelanggan harus datang langsung ke Toko karena belum adanya media untuk menyampaikan informasi produk kepada pelanggan. Symple Store belum memiliki cara untuk melakukan proses pemesanan apabila pelanggan tidak memiliki waktu untuk datang ke Toko. Tujuan penelitian ini yaitu membuat sistem menggunakan E-CRM sehingga penjualan Symple Store dapat dilakukan secara online dan fitur E-CRM menjadi media yang digunakan untuk mempertahankan hubungan pihak toko dengan pelanggan dan juga dapat meningkatkan loyalitas pelanggan. Setelah menerapkan aplikasi E-CRM pada Toko Symple Store maka dapat mempermudah pelanggan melakukan pemesanan secara online dan aplikasi E-CRM menjadi media promosi produk Symple Store dan dengan adanya fitur E-CRM seperti informasi produk, transaksi, diskon, promo, voucher, chat dapat mempertahankan hubungan pihak toko dengan pelanggan dan juga dapat meningkatkan loyalitas pelanggan.

Kata Kunci: e-crm; loyalitas; symple store.

INTRODUCTION

CRM (Customer Relationship Management) is a type of management regarding the management of a company with its customers to improve relationships with customers to maximize company growth [1]. CRM applications can be developed to acquire new customers, improve relationships with customers, and retain customers which will ultimately lead to the creation of customer loyalty [2].

CRM can be adapted to the E-CRM (Electronic Customer Relationship Management) method [3]. To implement E-CRM, the role of information technology and human resources of the company is needed [4]. The role of information technology as a leading medium in the process of accelerating information is the main reason for business people to have and use it, such as banking, insurance services, sales that provide services to customers who make transactions online or use the internet [5].

E-CRM can make it easier for customers to get the information they need from the company [6]. This is a means to maintain the company's relationship with customers in order to realize customer loyalty, by designing a new system, customers and the company will be able to cooperate well with marketing transactions [7]. E-CRM is an approach in business that manages the relationship between stores and customers in terms of communication and marketing. This concept has been known and widely applied to improve service in store [8].

The application of E-CRM has been carried out in previous research, one of which is with the title of the research E-CRM Sales of Fashion Products on Butik Jannah Simpang Empat [9]. The results of the study show that the integra-tion of E-CRM in existing functions in the company can improve service to customers, both new and old customers. The application of the E-CRM method for selling Jannah Boutique fashion products can be seen in several features such as discounts, sending direct messages, seeing comments from customers who have ordered products The system built can be used for promotional media in a wider scope such as customers who are outside the city can access the website and place orders online [10].

Symple Store is a business that sells various t-shirts, apparel, and screen printing services. To see the product, customers must come directly to the store because there is no intermediary media to convey product information to customers. Then in the ordering process, the customer uses the phone or also the customer comes directly to the store to carry out the ordering process.

Symple Store does not have another way to place an order if the customer does not have time to come to the Store or the customer does not have credit to contact the Store when ordering a product. This is one of the conditions that must be fixed by the store.

Therefore, the problem with the Symple Store needs a media, namely in the form of a system that connects marketing, ordering and customer service into an online-based application that can manage the relationship between the company and its customers, by creating a website that implements the concept of Electronic Customer Relationship Management (E-CRM).

The existence of a website-based E-CRM application, it is hoped that it can be a solution in company service management and can utilize customer databases and their complaints to become input and business improvement and can

make it easier for customers to order goods and be used as a promotional medium for company products that can save company costs in promoting products to customers.

The purpose of this research is to create a system using the E-CRM concept so that sales at the Symple Store can be done online and the E-CRM feature becomes a medium used to display product information, transactions, discounts, promos, vouchers and other features so that it can maintain the relationship between the store and customers and can also increase customer loyalty.

In the research conducted by Diana Putri et al [11] with the title of research on the Application of the E-CRM Method in the Wati Collection Store. Concluding that by implementing E-CRM, customers become easier to find product information and place orders directly without having to come directly to the Wati Collection Store.

Meanwhile, another study with the title Application of Electronic Customer Relationship Management (E-CRM) in Web-Based Bread Sales researched by Anggi Mela Ariska et al [12] concluded that E-CRM makes it easier for UD Roti Ali to manage sales data and customer data.

While for customers, it makes it easier for customers to find out information about products, makes it easier to make orders, payments, as well as the discount or promo features and bonuses provided by UD Roti Ali to customers. So this web-based system can help UD Roti Ali in maintaining customer loyalty.

METHOD

The research method used in this research is a qualitative method, a method that leads to in-depth understanding, by obtaining data through interviews and observation. The aim of qualitative research methods is to collect data accurately and completely. Research stages:

Problem Identification: The problem with the Symple Store is that there is no intermediary media to convey product information to customers. Then, in carrying out the ordering process, the customer uses a telephone line or the customer comes directly to the shop to carry out the ordering process. Symple Store does not yet have another way to process the order if the customer does not have time to come to the store or the customer does not have credit to contact the store when ordering a product.

Collecting Data : Data is collected by means of observation and interviews with employees and store owners to get information about product data. The product data can be used as the initial data input in the E-CRM system.

Data Analysis : After obtaining sales data, the next stage is to process the data and the data that has been processed will be used for the E-CRM system.

Design System : At the system design stage, a design model is used, namely use cases, to explain the system requirements in more detail.

System Testing : At this stage, testing is carried out using the black box and white box techniques to test whether the system is running properly without any errors.

System Implementation : The system that has been tested will be implemented in the Symple Store so that the store can use the E-CRM application to promote and sell to maintain relationships and increase customer loyalty.

RESULTS AND DISCUSSION

Before building the E-CRM appli-cation, the system is designed first using a use case diagram to determine who are the actors or users who use the E-CRM application. Planning can be seen in im-age 1.
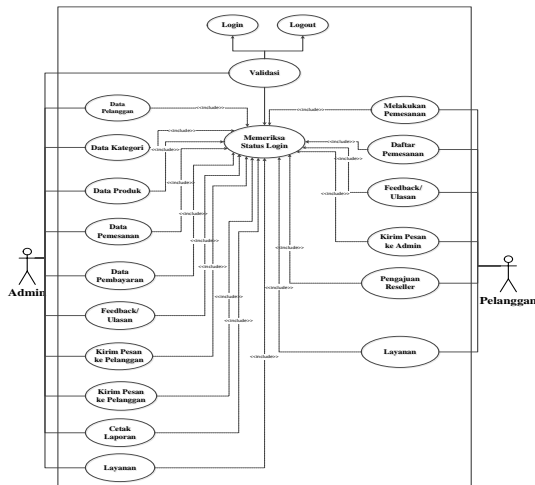

Image 1. Use Case Diagram

In image 1, there are 2 actors who can use the E-CRM application. The ad-min is in charge of managing the applica-tion and customers who want to buy the product must register first. After registra-tion, customers can enter the application and buy the selected product and also use E-CRM features such as chat, discounts, promos, vouchers.

Before the E-CRM application is implemented on the Symple Store, test-ing is carried out first to ensure that the E-CRM application runs properly with-out any errors or errors using the black box and white box methods.

Table 1. Login Testing

Testing Class	Detail of Testing
Login Testing	Verify admin and customer login data by entering username and password to activate all buttons of the system

Table 2. Product Data Testing

Testing Class	Detail of Testing
Testing of product data, categories, orders, transactions, and live chat.	Process product, category, order, transaction, and live chat data by admin.

Table 3. Display Data Testing

Testing Class	Detail of Testing
Testing displays data on products, categories, services, orders, transactions.	Displays input results of displaying product data, categories, orders, transactions and reports by admins and customers

From the all results of the black box test it's explained that the E-CRM application has no problems or obstacles when the application is used. After pass-ing the testing stage, the author at the fi-nal stage, the author implements the E-CRM application that has been created on the Symple Store. The results of the implementation can be seen in image 2.

Product Page

This is a page to display products sold at Simply Store. In this menu, what is displayed is the product and its price, making it easier for customers to interpret the goods
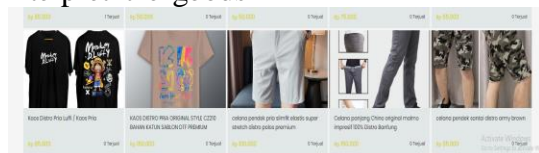

Image 3. Product Page

Chart Page

It is a page to accommodate gro-ceries that will be paid.

Image 4. Chart Page

Checkout Page

It is the payment page of the products that enter the cart to be paid.

Image 5. Checkout Page

Chat Page

Customers can chat with the admin to ask for more detailed product information. This feature is a CRM feature because it is a form of service from the shop to its customers
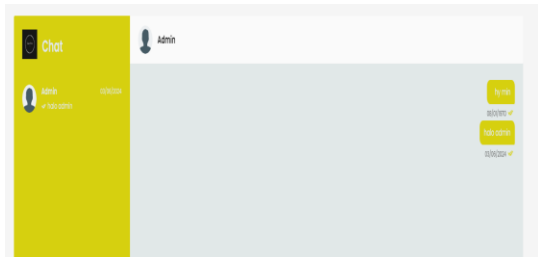

Image 6. Chat Page

Dashboard Admin Page

Will display the admin dashboard page to display revenue recap, transaction recap, and customer recap.

Image 7. Dashboard Admin Page

Chatting Page

This page is used by customers to contact the admin to ask about product information.

Image 8. Chatting Page

From the results of the implementation, the E-CRM features used to increase customer loyalty are product information, transactions, discounts, promos, vouchers, chats.

CONCLUSION

The conclusion obtained in this study is that it can make it easier for customers to order products and be used as an E-CRM application as a product promotion medium for the Symple Store and with E-CRM features such as product information, transactions, discounts, promos, vouchers, chats can maintain the relationship between the store and customers and can also increase customer loyalty.

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