

## **IMPLEMENTATION OF THE USE E-CRM IN IMPROVING OPERATIONAL EFFICIENCY AND PROFITABILITY AT GALLERYPARFUME WEB-BASED**

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**Abstract:** Gallery Parfume Shop is a business engaged in cosmetics located on Jalan Merdeka, Simpang Empat, Kec. Tanjung Tiram, Kab. Batu Bara, North Sumatra. In the procedures and management of sales management at Gallery Parfume is still done manually, the reports are still recorded in notes the impact of this is that Gallery Parfume has difficulty in evaluating their sales performance, identifying market trends, and planning effective sales strategies and also difficulty building loyalty. Therefore, a system is needed, by implementing E-CRM at Gallery Parfume can get new customers, improve customer relationships, and retain customers, which will ultimately create customer loyalty and to measure the increase in profitability resulting from the use of E-CRM into a web-based application so that it will later facilitate increasing sales, customer loyalty, and saving operational costs. The method used to collect and analyze this research data is a qualitative method. It is expected that through this web application it can also build a database to make it easier for Gallery Parfume to search for data and reports.

**Keywords:** consumers; e-crm; stores

**Abstrak:** Toko Gallery Parfume merupakan usaha yang bergerak dibidang kosmetik yang berada di jalan Merdeka, Simpang Empat, Kec. Tanjung Tiram, Kab. Batu Bara, Sumatera Utara. Dalam prosedur dan manajemen pengelolaan penjualan di Gallery Parfume masih dilakukan secara manual, laporannya masih tercatat di notes dampak dari hal tersebut gallery Parfume kesulitan dalam mengevaluasi kinerja penjualan mereka, mengidentifikasi tren pasar, dan merencanakan strategi penjualan yang efektif juga kesulitan membangun loyalitas. Maka dengan hal itu diperlukan sebuah sistem, dengan menerapkan E-CRM di Gallery Parfume dapat memperoleh pelanggan baru, meningkatkan hubungan dengan pelanggan, dan mempertahankan pelanggan, yang pada akhirnya akan terciptanya loyalitas pelanggan dan untuk mengukur peningkatan profitabilitas yang dihasilkan dari penggunaan E-CRM kedalam bentuk aplikasi berbasis web agar nantinya memudahkan dalam peningkatan penjualan, loyalitas pelanggan, dan penghematan biaya operasional. Metode yang digunakan untuk mengumpulkan dan menganalisis data penelitian ini dengan metode kualitatif. Diharapkan melalui aplikasi web ini juga dapat membangun database guna memudahkan Gallery Parfume dalam mencari data dan laporan.

**Kata Kunci:** e-crm; konsumen; toko

## INTRODUCTION

In facing increasingly tight business competition, companies must be careful in determining market targets and ensuring the quality of products or services offered [1], [2]. E-CRM can increase the company's long-term growth and profitability with a better understanding of consumer patterns with E-CRM, companies can ensure the provision of clear information to customers about their services or products and are able to make customers feel satisfied with the services provided by the company [3], [4]. With E-CRM in the rapidly growing business world, the transition from manual processes to internet-based systems is important [5], [6].

Gallery Perfume, a cosmetics business located on Jalan Merdeka, Simpang Empat, Kec. Tanjung Tiram, Kab. Batu Bara, North Sumatra, is currently facing obstacles in sales, identifying market trends, and planning effective sales strategies. Its sales procedures and management are still carried out manually with reports recorded physically. Gallery Perfume also has difficulty in building customer loyalty because it does not yet have a structured and effective loyalty program. Therefore, the implementation of the E-CRM system is needed at Gallery Perfume with the aim of providing a clear picture to users [7], [8].

In Dea Anatasya's research entitled "E-CRM to Encourage Customer Loyalty at Buah Bunda Store" then in Mutia Hannisyah Putri Lubis' research entitled "Implementation of E-CRM in Retaining Customers at Key Distro Kisaran Store" stated that To face

challenges in the business world, the strategy of implementing Electronic Customer Relationship Management (E-CRM) can be an effective solution, because E-CRM helps in acquiring new customers, improving customer relationships, and retaining customers to create loyalty [9], [10].

In Angga Fathi Farahat's research entitled "The Influence of E-Commerce, E-CRM, and Databases on Sales Information Systems (Management Information System Literature)". E-CRM, as an approach that emphasizes managing relationships between companies and customers, aims to increase consumption of products or services offered [11], [12]. So from the previous research it can be concluded that E-CRM is a good method to increase operational efficiency and profitability because it can make the company grow and progress.

The purpose of creating a E-CRM at Gallery Perfume is to measure the increase in profitability resulting from the use of E-CRM through increased sales, customer loyalty and operational cost savings and to build a useful database, making it easier for Gallery Perfume to search for data and reports and can develop effective strategies to expand the market and provide satisfactory service to store consumers through efficient operations so that profitability can increase.

## METHOD

The research framework is the steps that will be taken in solving the problems to be discussed. The research framework is presented in Image 1:

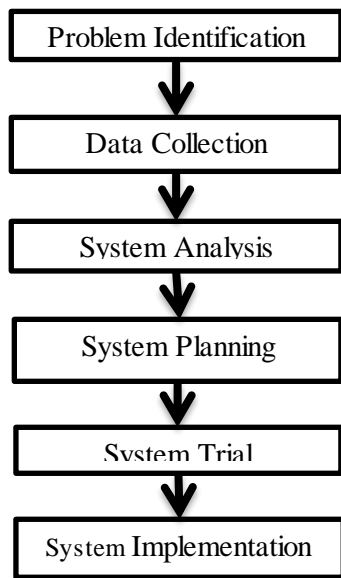


Image 1. Research Framework

**Problem Identification**

This research uses a qualitative method, which emphasizes more on in-

depth understanding of the problem rather than looking at the problem for generalization research. Qualitative methods prefer to use in-depth analysis techniques, or case-by-case analysis, because they believe that the characteristics of each problem will be different. This method aims to gain an in-depth understanding of the problem rather than making generalizations.

**Data Collection:**

Data collection techniques used in this study are observation, interviews, literature studies. One of the stages that will be taken in this research method is analyzing data from the store, here is a sample of the sales data:

Table 1. Sales Data

Perfume Aroma	Sales Amount		
	January	February	March
Jasmine	52	46	22
Lovely	44	31	24
Romantice	32	27	35
Vanila	60	38	30
Bulgari Rose	42	44	39
Swiss	25	24	22
Apple	21	19	41
Agnes Monica	54	55	21
Escada Romantich	55	23	48
Melon	34	20	29

**System Analysis:**

**Data Analysis**, the stage of analyzing the data needed for system design, what is needed for this system design is all transaction data such as name, type of service, for Gallery Parfume.

**User Analysis**, Personnel or user needs include the people involved in the creation and implementation of this system:

**System analyst:** A person responsible for analyzing the system by examining the problems faced and identifying needs.

**Programmer:** A person responsible for researching, planning, coordinating, and recommending software options.

**Users:** The parties who use this system or application are employees and

## RESULTS AND DISCUSSION

The system that has been implemented in Gallery Perfume, the results of the study were obtained, namely that with the website, customers do not need to come directly to the store, the website can also improve the quality of service to customers. Gallery Perfume implements E-CRM to increase profitability. Providing vouchers to customers such as vouchers for big days such as holidays, New Year and others and also free shipping. Testimonials, in the form of comments given by customers whether the service provided is in accordance with customer desires. Assessments and reviews, used for the real-time communication process to handle customer complaints and provide the best solutions to customers. Promos are given on purchases of products that will be given discounts.

### Dashboard Page View

The Gallery Perfume dashboard page view is one of the dashboard displays that uses this website, presented in Image 2.

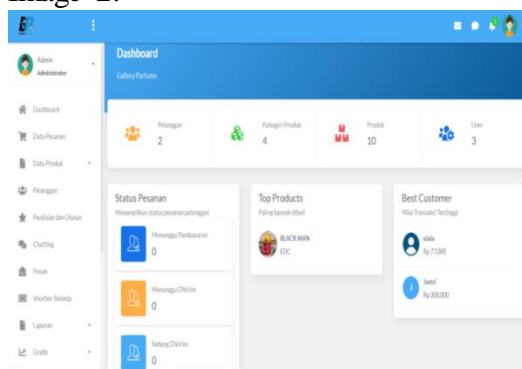


Image 2. Dashboard Page View

### Product Data Page

The product data page is a page that contains product data sold at Gallery Perfume. The product data display on this website is presented in Image 3.

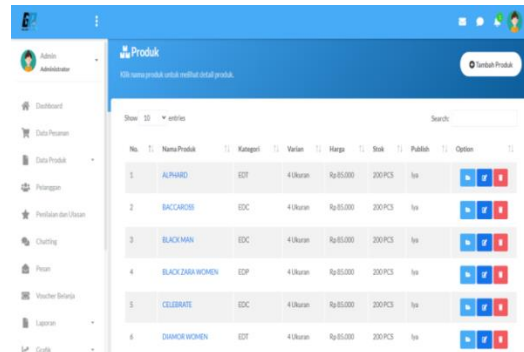


Image 3. Product Data Page View

### Order Data Page Display

The order data page is a page that contains order data sold at Gallery Perfume, this website is presented in Image 4.

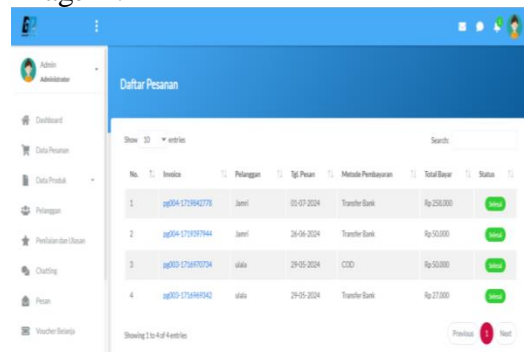


Image 4. Order Data Page View

### Report Page

The shopping report page is a page that contains customer reports in Gallery. Admin can download data in a customized way because the feature has been set.

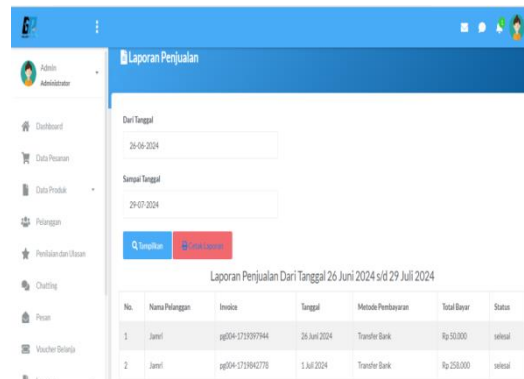


Image 5. Report Page View  
Shopping Voucher Page

The Shopping Voucher Page is a page that contains shopping vouchers given to customers from Gallery Perfume.

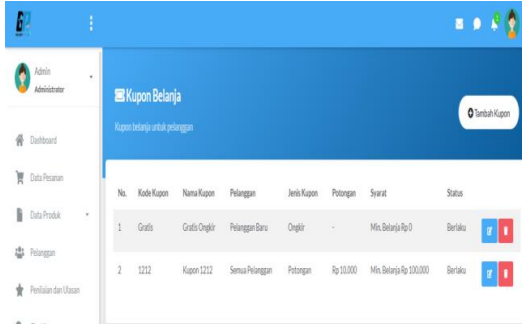


Image 6. Shopping Voucher Page View

### Rating and Review Page

The rating and review page is a page that contains reviews and ratings from customers for Gallery Perfume. Users can provide reviews on product quality and service.

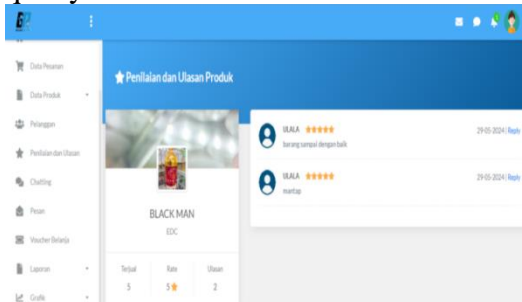


Image 7. Rating and Review Page View

### Product Promo Page

The product promo page is a page that contains product promos sold at Gallery Perfume. It can be seen in this picture:

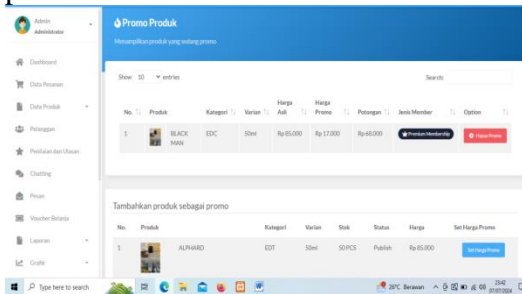


Image 8. Product Promo Page View

### Notification Page

The notification page is a page that contains notifications from Gallery Perfume customers, this website is presented in Image 9.

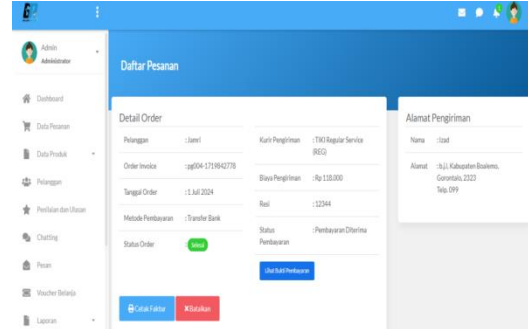


Image 9. Notification Page View

### Test Result

After the testing process was carried out, it was known that the results of the E-CRM testing that had been carried out to encourage customer loyalty at Gallery Perfume included: The resulting system can run well. Then the resulting system is easy to operate by users and the resulting system can make customers buy perfume online.

### CONCLUSION

By E-CRM, it can make it easier for shop owners to record sales report data in a computerized manner and expand the media to promote the shop to customers, with that it is expected to increase sales in meeting customer needs. So that old and new customers do not easily switch to other stores. This website will also make it easier for Gallery Perfume 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. That way it can increase operational efficiency and profitability at Gallery Perfume.

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