IMPLEMENTATION E-CRM FOR SELLING OF VIRGIN COCONUT OIL IN MAZZURY INDUSTRY

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Abstract: The development of information technology has experienced rapid growth, especially the internet. The internet has made significant contributions, particularly in the business sector. The intense business competition and the rapid advancement of information technology have facilitated greater accessibility for customers in choosing industries. The Mazzuri Batu Bara industry is a business that sells coconut oil products and handcrafted items made from coconut. However, Mazzuri Batu Bara has not yet implemented services that make it easier for customers to purchase products efficiently and still relies on manual processes. Sales reports are recorded in ledgers, making the process inefficient for maintaining organized records. Customers are required to visit the industry in person to learn about the products available, which means they are unaware of the latest discounts and products on offer. One of the strategies to improve service and operations is to implement a Customer Relationship Management (CRM) system. The objective of this research is to assess the operability of the system design that has been developed. With the CRM design, sales can be enhanced to better meet customer needs. This system is designed to facilitate Mazzuri Batu Bara in selling products, processing data digitally, and improving customer service loyalty by retaining existing customers and attracting new ones.

Keywords: coconut oil; e-crm; industry mazzuri batu bara.

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 memberikan kemudahan aksesbilitas pelanggan dalam memilih industri. Industri Mazzuri Batu Bara adalah usaha bisnis yang menjual produk minyak kelapa dan kerajinan tangan dari kelapa. Industri Mazzuri Batu Bara 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 industri untuk mengetahui produk apa yang dijual maka pelanggan tidak mengetahui diskon terbaru dan produk yang dijual di industri. Salah satu upaya dalam meningkatkan pelayanan dan operasional adalah dengan menerapkan konsep Customer Relationship Management (CRM). Tujuan pada penelitian ini adalah operabilitas hasil desain sistem yang telah dibuat. Dengan desain Customer Relationship Management (CRM), dapat meningkatkan penjualan dalam memenuhi kebutuhan pelanggan. Sistem ini dibuat untuk memudahkan Industri Mazzuri Batu Bara dalam menjual produk, mengolah data secara komputerisasi dan dapat meningkatkan loyalitas pelayanan kepada pelanggan dalam mempertahankan pelanggan dan menarik pelanggan baru.

Kata kunci: e-crm; industri mazzuri batu bara; minyak kelapa.

INTRODUCTION

In the current era of increasingly stringent globalization, followed by the rapid development of technology, information systems and science, business people are trying to increase their capabilities and advantages by mobilizing all their existing potential. They must know how to manage E-CRM and competition in business, the company must also have a good strategy for consumers so that consumers do not go to their competitors [1].

In the development of E-CRM, online information is very helpful and needed. One of them is the internet, with the internet business can develop rapidly because it can help promotions, speed up performance, reduce costs, improve marketing and also as a means of two-way communication from the industry and customers. An e-CRM strategy based on efforts to create good relationships with customers is better known as Customer Relationship Management (CRM). If the company's relationship with customers is good, promotional activities and transactions will be easier.

Due the development of information technology, it is necessary to implement excellent strategies to make the Virgin Coconut Oil (VCO) oil industry more accurate and improve marketing and customer support services. The Mazzuri Bau Bara Industry is located in Hamlet I Column Eight, Ujung Kubu Village. Mazzuri Batu Bara Industry which operates in the field of marketing Virgin Coconut Oil (VCO). Currently, the Mazzuri Batu Bara Industry still sells manually by traveling from one region to another. On the other hand, this industry also experiences difficulties in getting new customers because competition and product attractiveness are less than optimal. Here customers also have to come to the manufacturer to see in more detail what the manufacturer is selling.

The services provided are still not able to satisfy customers because there are no facilities that allow consumers to provide suggestions and criticism regarding the oil, apart from that, the Mazzuri Batu Bara Industry here has not yet provided an application that helps its customers to carry out transactions and view Virgin Coconut Oil. (VCO) latest in the Mazzuri Bau Bara Industry. The services provided by the Mazzuri Batu Bara Industry are still not effective, so the Mazzuri Batu Bara Industry has not received maximum customers.

Industry owners here are required to look for more new customers than before and keep old customers by providing the latest information and maintaining good communication. Then, after the development of the Virgin Coconut Oil (VCO) oil industry, the level of industrial competition has definitely become stronger so entrepreneurs have to think about new strategies to improve the quality of E-CRM and retain their consumers. Therefore, we need a system that supports the product marketing process to customers using the Customer Relationship Management (CRM) method, via internet technology.

The purpose of this research to implement E-CRM in information system for help the Mazzuri Batu Bara Industry in promoting products, maintaining good relationships with customers, getting new customers, increasing customer loyalty,

providing services and making it easier for customers to access the products offered. Apart from that, it will make it easier for the Mazzuri Batu Bara Industry to sell products that suit customer needs and desires.

CRM can help Industri Mazzuri Batu Bara An approach known as customer relationship management, or CRM, holds that a company's success depends on how well it manages its relationships with its customers. Client Relationship The board (CRM), which expects to increment long haul organization benefit development. relationships with customers (customer relations), which can include things like giving out information to customers or potential customers, explaining procedures, procedures, and event times [2],[3].

Previuos research with the title "Execution of E-CRM in Holding Clients at Key Distro Kisaran Stores", the consequences of this exploration mean to apply the idea of Client Relationship The board (CRM) to Enter Distro Stores to make dependability and further develop associations with clients. The consequences of this exploration action are through carrying out CRM as an Online application so later the business exchange and item conveyance process becomes simpler and more successful [4].

The findings of the subsequent study, which is titled "Customer Service Transformation: Implementation of E-CRM in the Website-Based Indonesian Tea Business," are anticipated to offer concrete advice to the Indonesian tea industry and other businesses facing intense business competition.

Additionally, this study sheds light on the ways in which website-based CRM technology can enhance business performance and customer satisfaction in general [5].

Further research with the title "Data Framework for Carrying out E-CRM to Work on the Nature of Client support at Family Box Pekanbaru", the aftereffects of this exploration will give the organization nitty gritty data about clients. In order for the business to provide responses, services, and modifications that are in line with what the customer wants, this information comes in the form of personal customer data, criticism, suggestions, and anything else the customer may require [6].

The research is "Client Relationship The executives Methodology To Hold Clients In Discount Muslim Site Based", the aftereffects of exploration led on Muslim discount stores can assist with expanding client dependability, keep up with great associations with clients. In addition, it will make it simpler for Muslim wholesale stores to offer fashion items that meet the needs of their customers [7].

The following study is titled "The Influence of Customer Relationship Management (CRM) on Purchasing Decisions" Research results show that Customer Relationship Management has a positive and significant effect on consumer purchasing decisions in PT. Gunung Sawit Mas [8].

The following research is named "Execution Of E - CRM Up - Selling And Cross - Selling Technique At Mitra Se-jahtera Store" The objective accomplished at this stage is the

operability of the framework configuration results that have been made. With this CRM plan and UpSelling and Strategically pitching procedures, you can expand deals to address client issues. Mitra Sejahtera Stores were given the goal of simplifying product sales, automating data processing, and enhancing customer service with this system [9].

The following research is named "Use Of CRM Techniques For Deals Frameworks Shoes And Shoe Items At Koaki Store".. The objective to be accomplished in this research is to make it simpler for Koaki Shop to give online advancements to get new clients [10]. The following exploration is named "Utilization of Client Relationship The board (CRM) in an Electronic Restorative Deals Data Framework". The final product is a web-based CRM system application that can manage customer data, product promotions, sales, and customer service management [11]. It can also store questions from customers. It is anticipated that this information system, which stores will use to enhance product sales services, requires a unique strategy in connection with this.

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

METHOD

A framework for carrying out several stages or flows carried out to resolve problems that will occur carried out in designing E-CRM in Mazzuri Bau Bara Industry uses PHP and MySQL programming languages. Framework stages carried out in this study is depicted in image 1.
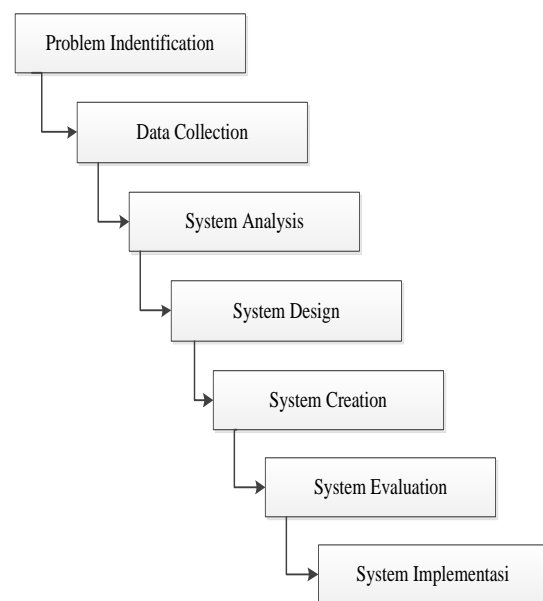

Image 1. Research Framework

Problem Identification
This stage identifies any problems that occur in the Mazzuri Batu Bara Industry which still uses manual services, sales report data still uses ledgers so it is less efficient in neat recording.

Data Collection
The data obtained are obtained through observation, interviews and literature studies. Industri Mazzuri Batu Bara sales data table 1.

Table 1. Data Sale in 2024

No	Month	Data Sale	
		250ml	500 ml
1	October	32	110
2	November	38	120
3	December	33	97
4	January	34	91
5	February	40	98
6	March	42	101
7	April	53	104

Source : Industri Mazzuri Batu Bara, (2024)

System Analysis

This stage analyzes the current system. In this way, it is hoped that we can find problems that occur in the system, making it easier for the Mazzuri Batu Bara Industry 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 Mazzuri Batu Bara Industry 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 applications for selling coconut oil in the Mazzuri Batu Bara Industry. This system is made website-based by implementing ECRM and strategy. This system is usefulto improve service to customers and maintain good relations between companies. This system will be created accordingly for customer needs to attract and retain customers in the Mazzuri Batu Bara Industry.

In this research method there are a methods used to find a solution problems that occur in the Mazzuri Bau Bara Industry. That is the research method used for this research is a qualitative method. Qualitative methods are methods that puts more emphasis on aspects of in-depth understanding of a problem. The type of research used tends to be descriptive analytical research.

Descriptive research is research This is done by collecting data on forms in the form of written words, spoken words and images. This research took the research object at the Mazzuri Bau Bara Industry.

RESULT AND DISCUSSION

Increasing competition in the business world, demand for products is increasing day by day, can trigger the Mazzuri Bau Bara Industry, customers must ask other customers who have purchased at Mazzuri Bau Bara Industry, Meanwhile to maintain order customer. Mazzuri Bau Bara Industry provides a system that can be displayed various types of products, prices, discounts, promotions, ratings, live chat and stock of required products, so customers feel served.

Home Page

The Industry Mazzuri Batu Bara website's home page is the first page accessed by visitors. The display for the home page is as follows:
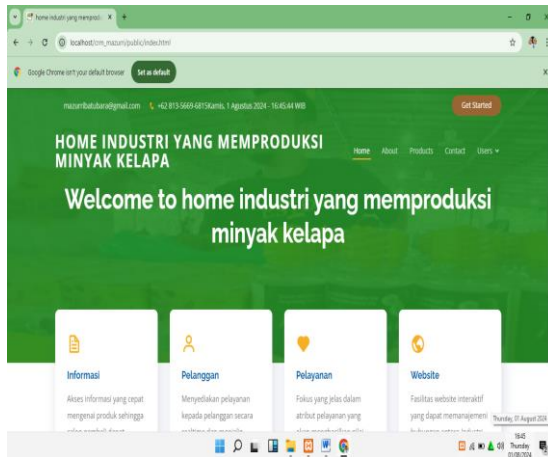
Image 2. Home page display

Image 4. Shopping Cart Page View

All Products Page

The Industri Mazzuri Batu Bara Website has a page called "all products" that lists all of the products. A look at all of the products on the page is provided below.
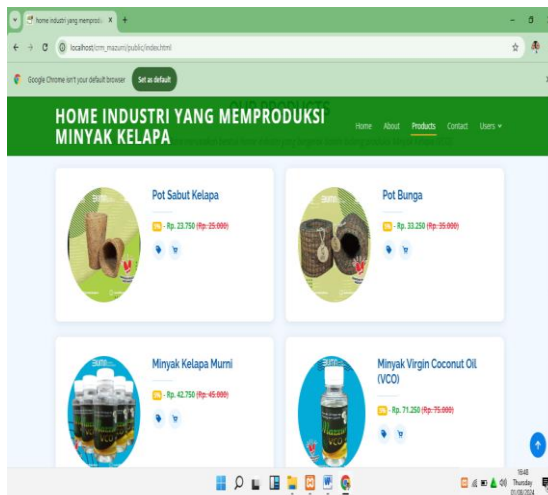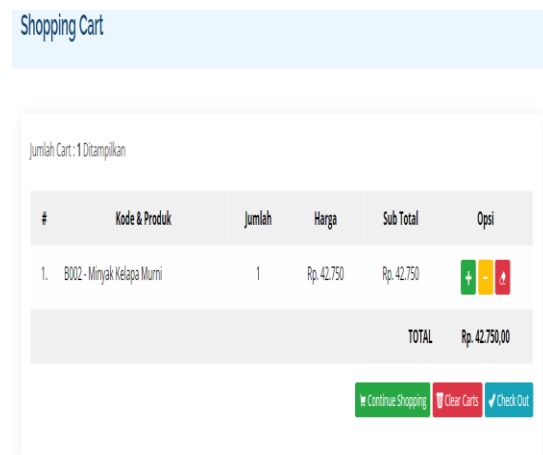

Image 3. All Products Page Display

Shopping Cart Page

The shopping basket page is a page that contains a rundown of items to be bought. The shopping cart page appears as follows:

Shopping Cart Page

A list of products that need to be purchased can be found on the page known as the shopping cart. This is what the shopping basket page resembles:

Image 5. Shopping Cart Page View

Checkout Page

At the point when the purchaser has completed the process of shopping, he will go to the checkout page to finish all delivery information, following the checkout page show:

Image 6. Checkout page display

Customer Order Data Report Page to Owner

According to the pattern in which information report will seem when all clients look at, it will go to the request information page and will be handled by the proprietor, coming up next is what the client request information page resembles to the proprietor:

Image 7. Owner's Customer Order Data Page Display

Sales Transaction Report

Following the page display to the owner of the sales transaction report, the owner will process the sales transaction report when all customers have paid:

Image 8. Owner Transaction Report Page Display

CONCLUSION

It is hoped that sales will rise as a result of meeting customer needs thanks to E-CRM design, which can make it simpler for owners of trading businesses to electronically record sales report data and broaden the channels through which your company is promoted to customers. As a result, switching to a new business exchange is difficult for both existing clients and prospective ones. With limits, cashback and different deals, Industri Mazzuri Batu Bara makes clients keen on shopping, and by offering great assistance, you can lay out associations with clients better for Usahan Dagang's future loyal customers. Customers can find information on Trading Business and make it easier for them to conduct transactions and place orders from a distance through its website at Industri Mazzuri Batu Bara. Industri Mazzuri Batu Bara will also be able to manage its monthly sales data with ease thanks to this website. Additionally, it will be able to view product stock on websites, something that was previously only possible by hand, and it will make it easier to manage all data and transactions.

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