

Implementation of CRM System on Sales of Cosmetic Supplies and Accessories at Berkah Jaya Khalisa Store

Putri Indriani¹, Nuriadi Manurung², Wan Mariatul Kifti³

^{1,3} Jurusan Sistem Informasi, Fakultas Ilmu Komputer Universitas Royal Asahan Sumatera Utara

² Jurusan Rekayasa Perangkat Lunak, Fakultas Ilmu Komputer Universitas Royal Asahan Sumatera Utara
Jl. Prof.H.M.Yamin No.173, Kisaran Naga, Kisaran Timur., Kabupaten Asahan, Sumatera Utara

¹putri.indriani692479@gmail.com

²nuriadi0211@gmail.com

³kifti.inti@gmail.com

Abstract

In today's digital era, the rapid development of information technology has a significant impact on various sectors, including business and commerce. Customer Relationship Management (CRM) is a strategy used by companies to manage interactions with customers that aim to improve relationships, satisfaction, and loyalty. However, Toko Berkah Jaya Khalisa faces challenges such as the absence of sales promotions, unrecorded income and expense reports, and a traditional transaction process where purchases are manually recorded on invoices. The purpose of this research is to implement web-based CRM at Toko Berkah Jaya Khalisa so that it can maintain and increase customer loyalty. This CRM system helps manage customer data, sales and promotions through the website. The results of this study indicate that implementing CRM at the Berkah Jaya Khalisa store makes it easier for customers to access product information and available goods. In addition, customers can place orders online without having to visit the store directly, thereby increasing convenience and accessibility in transactions.

Keywords: Cosmetic, CRM, Sales, Berkah Jaya Khalisa, Web

I. INTRODUCTION

Technological developments in the field of sales today have changed the way businesses interact with customers [1]. E-commerce is growing with various platforms making it easier to transact and promote products online [2]. Technology is used to personalize product recommendations, while data analytics help understand consumer behavior [3]. Customer features and services also improve the efficiency of handling queries and complaints so as to maintain communication with customers. Overall, technology has brought about a revolution in the world of sales, creating a more efficient and engaging shopping experience [4].

Customer Relationship Management (CRM) has undergone a significant transformation thanks to technological developments [5]. With CRM systems in place, companies can now manage customer data more centrally and in real-time, allowing access to information from anywhere [6]. Technology has improved CRM's ability to analyze customer behavior, predict trends, and provide more personalized recommendations [7]. In addition, the integration of CRM with communication tools such as email, chat, and social media facilitates faster and more effective interaction with customers [8]. Automation in CRM also helps reduce manual tasks, improving the efficiency of sales and marketing teams [9]. With the support of technology, CRM is not only a tool to manage

customer relationships, but also a strategic solution to increase customer loyalty and satisfaction in a competitive digital era [10].

Toko Berkah Jaya Khalisa, located in Dusun II, Sipaku area, is one of the businesses engaged in the sale of cosmetic equipment and accessories. The products sold in this shop have a potential market, considering that cosmetics and accessories are popular needs among the community, especially women. However, even though the products offered have good prospects, Toko Berkah Jaya Khalisa still runs a less efficient sales system.

In marketing the products in the store, namely by promoting through social media and word of mouth by direct consumers. Currently, Toko Berkah Jaya Khalisa has not implemented CRM to assist in conducting sales and marketing in order to expand sales of cosmetic products and accessories at the store.

The purpose of this research is to create a web-based CRM system that makes it easier for Toko Berkah Jaya Khalisa to make sales, product promotions, can manage customer relationships and also as a solution to increase customer loyalty and satisfaction in shopping.

Research conducted by Sakharia et al [11] in his research explains that CRM has a significant impact on consumer loyalty at The Body Shop, meaning that CRM is getting better so that it will develop customer loyalty, because CRM is a need to be aware of because CRM can increase revenue obtained

from the fast information provided by the company using CRM and in order to create consumer loyalty; Brand Image has a significant impact on consumer loyalty at The Body Shop the results of these findings mean that the better the Brand Image built by the company, consumers will remember the company well and consumers believe that the company can be trusted. So it increases consumer loyalty, because Brand Image is the main key to sales and is highly considered by customers.

Research conducted by Hasan et al [12] in their research explained that the implementation of Customer Relationship Management at Mr. Ong's Bangka Pangsit Noodle MSMEs in Batam City can show that using Customer Relationship Management can have a positive impact on Mr. Ong's Bangka Pangsit Noodle MSMEs by being able to know the wishes of customers and being able to promote products more widely. In the application of Customer Relationship Management in MSMEs spread across Batam City, there are inhibiting factors which are as follows: 1) People, it is considered that there is still a lack of understanding itself from MSME actors and this must continue to be improved so that MSMEs in Batam City can develop rapidly.

Another research conducted by Anindira and Imran [13] is the implementation of Customer Relationship Management through the KAI Access application in increasing customer satisfaction of PT KAI, namely implementing a Customer Relationship Management strategy by providing promos or discounts when there are special offers, providing rewards and premium member loyalty programs for KAI Access users, and holding a give away or distributing tickets for free in order to welcome the holidays.

The next research by Lubis et al [14] revealed that the application of Customer Relationship Management with K-Means can build customer clustering to group customers who use services so that service providers can identify the characteristics of their customers.

The next research researched by Ramadhani et al [15] with the E-CRM method at Toko Wati Collection, customers become easier to find product information and place orders directly without having to come directly to Toko Wati Collection. Then, making E-CRM at Toko Wati Collection, the author uses UML (Unified Modeling Language) diagram design such as Use Case Diagram, Class diagram and the programming language used is PHP and MySql as a database. Finally, the application of the E-CRM method to the marketing system of Toko Wati Collection is by implementing several features such as discounts, sending direct messages, seeing comments from customers who have ordered products and tracking product shipments.

From some of the research that has been done, CRM can help improve service and loyalty to customers. Therefore, information technology is needed using web-based CRM at Toko Berkah Jaya Khalisa so that customers do not move to other stores in shopping so that customers become comfortable and loyal in shopping with the features offered.

II. METHODOLOGY

This is the stage carried out in this research.

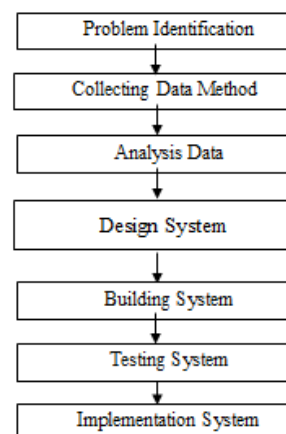


Figure 1. Stage of Research

The explanation of figure 1 is:

A. Problem Identification

At this stage the researcher identifies what problems occur at Berkah Jaya Khalisa Store. So that by finding the problem, researchers can continue the next process of building a system.

B. Collecting Data Method

Here the author uses several data collection methods, namely by means of direct observation and interviews with the owner of Berkah Jaya Khalisa Store.

C. Analysis Data

At this stage, problem identification is carried out on the current system. Thus, it is hoped that researchers can find obstacles and problems that occur in the sales process at Berkah Jaya Khalisa Store so that researchers can find solutions to these problems.

D. Design System

System design is an activity of designing and determining how web-based sales so that it can facilitate users and customers including designing user interface data and process activities. The design process carried out is to observe the flow of promotion and sales systems that are running and change an old sales system into a new sales system that has been proposed using a design tool, namely the Unified Modeling Language (UML).

E. Building System

In the system development stage at Berkah Jaya Khalisa Store, software is needed to support this research and the software used to assist in system development at Berkah Jaya Khalisa Store, such as PHP, XAMPP, Sublime Text, MySQL Database, and Web Browser.

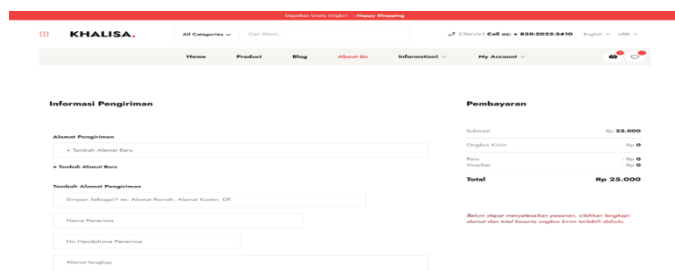


Figure 6. Checkout Page

After payment is made, the customer uploads proof of payment.

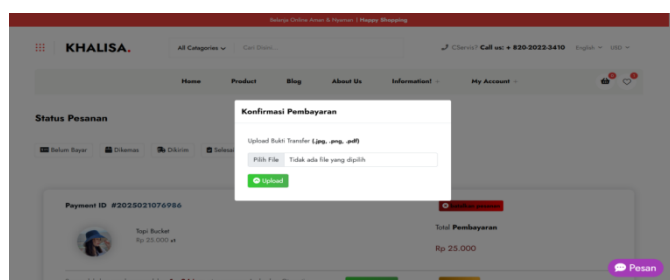


Figure 7. Upload Evidence Payment

After the customer receives the product that has been ordered, the customer fills in the product review page to provide ratings and comments on the service and quality of the product that has been ordered.

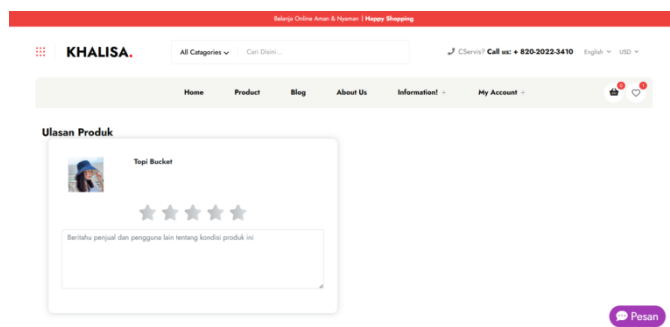


Figure 8. Review Product

IV. CONCLUSION

Based on the research that has been done, it is concluded that with the application of the CRM method at the Berkah Jaya Khalisa Store, it is easier for customers to find information about what products and goods are available in the store. As well as customers can place orders online without having to come directly to the Berkah Jaya Khalisa Store and through this system the store no longer needs to be confused to do promotions, because through the new marketing system the store just posts the results of the design of the new marketing system to social media owned by the store, if there are customers who access the system the customer can find out some important information related to the store and also other social media information owned by the Berkah Jaya Khalisa Store.

V. SUGGESTION

The following are some suggestions that can be put forward so that they become input and consideration, namely the system can be developed again to be better, one of which is to be able to add in the form of an Android application to make it easier for smartphone users because they can access directly without the help of a browser application (Mozilla, Google Chrome). This is needed to improve customer service that is more optimal.

BIBLIOGRAPHY

- [1] R. Hermiati, A. Asnawati, and I. Kanedi, "Pembuatan E-Commerce Pada Raja Komputer Menggunakan Bahasa Pemrograman Php Dan Database MySQL," vol. 17, no. 1, pp. 54–66, 2021.
- [2] S. Fabriani and S. Juanita, "Implementasi Electronic Relationship Management (E- Crm) Pada Beauty Karlina Salon Untuk Meningkatkan," *Idealis*, vol. 3, no. 1, pp. 381–385, 2020.
- [3] W. William and B. D. Andah, "Penerapan Electronic Customer Relationship Management (E-CRM) Dalam Upaya Meningkatkan Pendapatan Penjualan Pada PT. Cipta Aneka Buah," *IDEALIS Indones. J. Inf. Syst.*, vol. 3, no. 1, pp. 20–25, 2020, doi: 10.36080/idealis.v3i1.1467.
- [4] D. Purwaningtias, M. Nasihin, and N. Diaz Arizona, *E-Business Konsep Dasar E-Business di Era Digital*. 2020. [Online]. Available: <https://repository.bsi.ac.id/index.php/unduh/item/292699/BUKU-AJAR.pdf>
- [5] B. R. Tamara and T. Purwinarti, "Strategi Customer Relationship Management PT Wahana Makmur Sejati untuk Mempertahankan Member Honda VIP Card," *J. Adm. Prof.*, vol. 1, no. 02, pp. 45–51, 2020, doi: 10.32722/jap.v1i02.3669.
- [6] Y. Rosanti and M. D. T. Putra, "Tantangan dan Strategi Customer Relationship Marketing dengan Prinsip Cleanliness, Health, and Safety (CHS) dalam Upaya Pemulihan Ekonomi di Kawasan Wisata Samosir," *Pros. Konf. Nas. Ekon. Manaj. dan Akunt.*, vol. 1177, 2020.
- [7] Y. O. Siallagan, N. F. Saragih, and J. M. Hutapea, "Implementasi Customer Relationship Management (CRM) Pada Toko Roti Ganda Berbasis Web," *Method. J. Tek. Inform. dan Sist. Inf.*, vol. 6, no. 1, pp. 6–13, 2020, doi: 10.46880/mtk.v6i1.247.
- [8] F. L. D. Cahyanti, F. Sarasati, W. Widiastuti, and E. Firasari, "Perancangan E-Commerce Sebagai Media Pemasaran Kerajinan Bambu," *Edumatic J. Pendidik. Inform.*, vol. 5, no. 1, pp. 70–79, 2021, doi: 10.29408/edumatic.v5i1.3275.
- [9] M. Warsela, A. D. Wahyudi, and A. Sulistiyawati, "Penerapan Customer Relationship Management Untuk Mendukung Marketing Credit Executive (Studi Kasus: PT. FIF Group)," *J. Teknol. dan Sist. Inf.*, vol. 2, no. 2, p. 78, 2021, [Online]. Available: <http://jim.teknokrat.ac.id/index.php/JTSI>

- [10] F. Firmansyah and S. F. W. Herdin, "Pengaruh Customer Relationship Management (CRM) Terhadap Kepuasan Pelanggan Produk Sepatu Converse," *J. Bisnis dan Pemasar.*, vol. 11, no. 1, p. 11, 2021.
- [11] D. Sakharia, R. E. Supeni, and A. H. Hafidzi, "Studi Empiris Customer Relationship Management (CRM) Citra Merek dan Kepuasan terhadap Loyalitas Pelanggan The Body Shop Jember," *ULIL ALBAB J. Ilm. Multidisiplin*, vol. 2, no. 10, pp. 4688–4695, 2023, [Online]. Available: <https://journal-nusantara.com/index.php/JIM/article/view/2211>
- [12] G. Hasan, C. Wijaya, D. Dyfan, M. Noviani, and Y. Yendiarti, "Penerapan Customer Relationship Management (CRM) pada UMKM Mie Pangsit Ayam Bangka Mr Ong Batam," *El-Mal J. Kaji. Ekon. Bisnis Islam*, vol. 5, no. 1, pp. 390–404, 2023, doi: 10.47467/elmal.v5i1.3903.
- [13] R. A. Anindira and A. I. Imran, "Strategi Dan Implementasi CRM Melalui Aplikasi KAI Access Dalam Meningkatkan Kepuasan Pelanggan PT. KAI," *e-Proceeding Manag.*, vol. 8, no. 4, pp. 4232–4241, 2021.
- [14] S. S. Lubis, F. S. Lubis, and B. Hendrik, "Customer Relationship Management Dalam Meningkatkan Loyalitas Pelanggan Pada Doorsmeer Keluarga Nasution Menggunakan Metode Algoritma K-Means," *Jised J. Inf. Syst. Educ. Dev.*, vol. 1, no. 2, pp. 33–40, 2023.
- [15] D. P. Ramadhani, H. Syafwan, and C. Latiffani, "Penerapan Metode E-CRM Pada Toko Wati Collection," *JATISI (Jurnal Tek. Inform. dan Sist. Informasi)*, vol. 9, no. 4, pp. 3503–3518, 2022, doi: 10.35957/jatisi.v9i4.2839.
- [16] A. Rona, M. Sihombing, I. Kelana Jaya, I. S. Dumayanti, and H. Artikel, "Penerapan Customer Relationship Management (CRM) Pada Toko Premium Kids Berbasis Web," *J. Ilm. Sist. Inf.*, vol. 3, no. 1, pp. 52–58, 2023, [Online]. Available: <http://ojs.fikom-methodist.net/index.php/methosisfo>
- [17] E. Rahayu, W. M. Kifti, and R. Rohminatn, "Analisis Implementasi Customer Relationship Management Pada Safira Bakery," *J. Sci. Soc. Res.*, vol. 5, no. 1, p. 37, 2022, doi: 10.54314/jssr.v5i1.812.
- [18] N. Musthofa and M. A. Adiguna, "Perancangan Aplikasi E-Commerce Spare-Part Komputer Berbasis Web Menggunakan CodeIgniter Pada Dhamar Putra Computer Kota Tangerang," *J. Ilmu Komput. dan Sci.*, vol. 1, no. 03, pp. 199–207, 2022, [Online]. Available: <https://journal.mediapublikasi.id/index.php/oktal>