



Operational Customer Relationship Management (CRM) Application To Improve Customer Satisfaction Web-Based Customer Satisfaction

Diki Robianto¹, Indra Kanedi², Ricky Zulfiandry³

Universitas Dehasen Bengkulu

DOI: <https://doi.org/10.53697/jkomitek.v4i1.1777>

*Correspondence: Diki Robianto

Email: dikirobianto08@gmail.com

Received: 14-06-2024

Accepted: 20-06-2024

Published: 27-06-2024



Copyright: © 2024 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).

Abstract: The development of science in the field of computer technology and information is currently experiencing very rapid progress. Computers are a set of technologies that greatly help human work, Customer needs need to be clearly identified, as part of product development. Customer Relationship Management (CRM) is a marketing strategy that builds a close relationship between the company and its customers. Before developing a system, firstly, the writer analyzes the current system. As for now there is no Operational Customer Relationship Management (CRM) Application system to Increase Web-Based Customer Satisfaction about customer satisfaction. From the results of making the system design Operational Customer Relationship Management (CRM) Application Design to Increase Web-Based Customer Satisfaction, the following conclusions are obtained: development of the system Design of Operational Customer Relationship Management (CRM) Applications to Increase Web-Based Customer Satisfaction is used as an SPK tool. Then, the information system Designing Operational Customer Relationship Management (CRM) Applications to Increase Web-Based Customer Satisfaction is one of the right and fast information.

Keywords: CRM, PHP MySql

Introduction

The development of science in the field of computer technology and information is currently experiencing very rapid progress. Computers are a set of technologies that greatly help human work, Customer needs need to be clearly identified, as part of product development. The purpose of this approach is to exceed customer expectations and not just fulfill them, accurate information is needed about the needs and desires of customers for the goods or services produced by the company, so that the company can understand well the behavior of customers in its target, can develop the right strategies and programs in order to take advantage of existing opportunities, establish relationships with each customer and be able to outperform the competition. Customer Relationship Management (CRM) is a marketing strategy that builds a close relationship between the company and its customers (Danese, 2018; Mani, 2020; Munir, 2020).

The company can pamper customers and bind them in a friendship, if it knows the needs and expectations of these customers. This strategy recommends that companies

open communication channels as easily as possible with a high response rate, so that customers feel close to the company. Communication that is not smooth, can foster customer doubts. The relationship between the company and the customer that is very closely intertwined will make the customer feel that he owns the company. From there, his loyalty to the company will gradually grow and grow. To fulfill all that, a web-based application is needed by implementing Operational CRM, so that the company has loyal customers (Ataseven, 2017; Garza-Reyes, 2018; Neutzling, 2018).

Despite the growth of CRM installations, e-CRM projects still have a significant failure rate, even after substantial investment in CRM technology. The high failure rate means that the current requirements for developing and designing CRM need to be analyzed. It is not enough to look at data related to service efficiency, it is also important to consider the impact on user experience and their overall level of satisfaction, CRM is a human-centered business strategy, it is important to wonder how much progress can be made in similar human-centered fields such as Real Estate through the development and use of user-centered design approaches. This study aims to integrate a CRM customer relationship management system with an electronic customer relationship management (e-CRM) system to improve customer loyalty, satisfaction, and performance through a user-friendly interface. User research, preliminary interviews, five usability interviews, and a satisfaction survey confirmed the implemented functionality and for each iteration, an expert was used to evaluate it (Prajogo, 2016).

Methodology

Research method is the procedure of how a research will be conducted. This research method is often confused with research procedures or research techniques. This is because the three things are interconnected and difficult to distinguish. Research methods discuss the procedures for conducting research, while research procedures discuss the tools used in measuring or collecting research data. Thus, research methods cover research procedures and research techniques.

Result and Discussion

Result




System implementation is the application stage of the design that has been made. In this section, we will discuss the core implementation of the design of the Operational Customer Relationship Management (CRM) Application Design to Increase Web-Based Customer Satisfaction, so that it is an identification stage of the system flow that occurs in the CRM information process in buying and selling Car equipment. The system analysis process is needed to be able to evaluate the current system and its needs so that a design can be proposed that can support the system better.

Discussion

This test was carried out by programmers in the implementation of the design of the Operational Customer Relationship Management (CRM) Application Design to Increase Web-Based Customer Satisfaction. testing is done by running the program, namely by

entering data related to the information system. based on the trial of the application of inputting copration data processing and data entry and output can run well, the system feasibility test uses a questionnaire given to a predetermined sample. the assessment category is divided into 5 (five) aspects, namely the assessment of the appearance, user convenience, system performance, security and accuracy and the content of the information system.

Table 1. System Testing Results

No	Testing Scenario	Figure	Conclusiion
1	Main menu display on the application Test Case: 	The system will enter the main menu	Valid
2	Program View After entering the menu. 	The system will accept and enter the main menu.	Valid
3	Menu display consists of several sub menus 	So the program will link to the next program	Valid

Conclusion

From the results of making a design system for Operational Customer Relationship Management (CRM) Applications to Increase Web-Based Customer Satisfaction, the following conclusions are obtained: (1) system development Design of Operational Customer Relationship Management (CRM) Applications to Increase Web-Based Customer Satisfaction is used as an SPK tool. (2) information system Designing Operational Customer Relationship Management (CRM) Applications to Increase Web-Based Customer Satisfaction is one of the right and fast information.

References

Baharudin, M.Dan Zuhro. (2020). Implementasi Customer Relation Management (CRM) pada Sistem Reservasi Hotel berbasisi Website dan Desktop. Bandung: Universitas Kristen Maranatha. Vol. 6, No. 2;:113-126.
Handoko, 2018. Konsep Jaringan Komputer dan Pengembangan. Salemba.

- Hanif Al Fatta. 2020. Analisis dan Perancangan Sistem Informasi. Andi. Yogyakarta.
- Jogiyanto HM., MBA., Akt., Ph.D. 2005. Analisis & DESAIN pendekatan tersruktur teori dan praktek aplikasi bisnis. ANDI. Yogyakarta.
- Indrasari, 2019. Pengetahuan Dasar Ilmu Komputer. Rama Widya. Bandung.
- Irawan 2020. Windows Server 2003. Enterprise Edition, Andi Offset, Yogyakarta. Bahrudin, 2016. Instalasi dan konfigurasi jaringan Komputer. Informatika.
- Kotler, Phillip dan Kevin Lane Keller.(2018). Manajemen Pemasaran edisi 12 Jilid 1& 2.Jakarta: PT. Indeks.
- Indrasari (2019 : 1) Perancangan Sistem Informasi dan Aplikasinya Gava Media, Yogyakarta
- Tjiptono, 2019, Trik dan Solusi Jitu Pemrograman PHP, PT. Elex Media Komputindo, Jakarta
- Supono, Putratama, 2018. Panduan Praktis Keselamatan & Kesehatan Kerja untuk Industri. Yogyakarta: Pustaka Baru Press.
- Risnandar, 2018. Rekayasa perangkat Lunak. Graha Ilmu.Yogyakarta.
- Subagia.2018. Pemrograman Basis Data Berbasis Web Menggunakan PHP & MySQL. Graha Ilmu. Yogyakarta
- Wibawanto, 2020. Membangun Citra Perusahaan. Jakarta: Damar Mulia Pustaka
- Tjiptono, 2020 Sistem Informasi Manajemen. Andi Offset. Jogjakarta. Wahidin,
- Yahya W, Y. (2020). Penerapan CRM (Customer Relationship Management) Pada Perusahaan Dagang. Jurnal Penjualan Motor, 1(Bisnis Intelejen), 1–14.
- Ataseven, C. (2017). Assessment of supply chain integration and performance relationships: A meta-analytic investigation of the literature. *International Journal of Production Economics*, 185, 252–265. <https://doi.org/10.1016/j.ijpe.2017.01.007>
- Danese, P. (2018). A Systematic Literature Review on Recent Lean Research: State-of-the-art and Future Directions. *International Journal of Management Reviews*, 20(2), 579–605. <https://doi.org/10.1111/ijmr.12156>
- Garza-Reyes, J. A. (2018). The effect of lean methods and tools on the environmental performance of manufacturing organisations. *International Journal of Production Economics*, 200, 170–180. <https://doi.org/10.1016/j.ijpe.2018.03.030>
- Mani, V. (2020). Supply chain social sustainability in small and medium manufacturing enterprises and firms' performance: Empirical evidence from an emerging Asian economy. *International Journal of Production Economics*, 227. <https://doi.org/10.1016/j.ijpe.2020.107656>
- Munir, M. (2020). Supply chain risk management and operational performance: The enabling role of supply chain integration. *International Journal of Production Economics*, 227. <https://doi.org/10.1016/j.ijpe.2020.107667>
- Neutzling, D. M. (2018). Linking sustainability-oriented innovation to supply chain relationship integration. *Journal of Cleaner Production*, 172, 3448–3458. <https://doi.org/10.1016/j.jclepro.2017.11.091>
- Prajogo, D. (2016). Supply chain processes: Linking supply logistics integration, supply performance, lean processes and competitive performance. *International Journal of*

Operations and Production Management, 36(2), 220–238. <https://doi.org/10.1108/IJOPM-03-2014-0129>