

Implementation of CRM Method as a Business Strategy of Jangek Fauzi's Home Industry

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Submitted : Mar 7, 2022 | Accepted : Mar 26, 2022 | Published : Apr 19, 2022

Abstract: Home Industry Jangek Fauzi Crackers is a home industry that produces jangek crackers, where the products will be marketed and sold in various places such as shops and stalls. Home Industry Crackers Jangek Fauzi continues to try to expand its target market outside the city. Ordering jangek crackers here is still done manually. To achieve its goal, Jangek Fauzi Cracker Home Industry needs a website. Currently at Home Industry Crackers Jangek Fauzi in making sales reports is still manual using the excel application so that the processing of sales report data is still slow and not detailed. Currently, Jangek Fauzi Crackers Home Industry does not have specific activities or strategies that handle marketing, product marketing is done conventionally by means of customers providing information about places, features and products to other potential customers. Dissemination of ineffective information makes customers not aware of the latest information on the Home Industry of Jangek Fauzi Crackers, thus influencing customers to switch to other factories. With a website using the Customer Relationship Management (CRM) method, the data storage process can be more accurate and neatly stored and the making of sales reports will be fast and timely and the delivery of promotional information will be faster and the response to sales will be faster.

Keywords: Home Industry, Customer Relationship Management (CRM), Website, information; system

INTRODUCTION

The development of information progress is currently growing rapidly. The improvement of this information development is characterized by the presence of fields of work that were originally managed with manual methodology, now directed by utilizing existing mechanical advances. The development that is increasingly advanced today is used as one of the needs of life that must be met, with the presence of increasingly sophisticated mechanical developments that make humans more creative in completing work or needs that are much more important. Especially in the field of business sales, renting, or promoting sales through the world of technology or websites.

Customer Relationship Management (CRM) relies on the option to grow the cracker business to get the best results and has the option to offer products that will be given to the wider community. Customer Relationship Management (CRM) is a kind of leader who expressly analyzes the treatment of relationships between companies and customers with the full purpose of growing the company's value in accordance with its customers. Customer Relationship Management (CRM) basically aims for companies to identify customers in more detail and serve them according to their needs. The activities of the concept of Customer Relationship Management (CRM) are Building a strong customer database, Creating a profile of each customer, Analysis of the profitability of each customer, Interaction with better customers (Norman & Rusda, 2021).

Customer Relationship Management Customer Relationship Management (CRM) is collecting customer data, analyzing data and identity of target customers, developing CRM Programs, and implementing CRM Programs. Customer Relationship Management (CRM) allows companies to provide services to customers directly and optimally, namely by developing relationships with each valuable customer through the use of information or customer databases owned by the company. In this case the company uses a Customer Relationship Management (CRM) strategy with the aim that the company remains focused on customers based on customer information or databases (Darmawan et al., 2018).

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Jangek crackers are indeed many enthusiasts in this day and age, where many people are pioneering the business. In business competition like this that is very tight and hard, this is evidenced by the number of small and medium-sized businesses jangek crackers in the area through various progress strategies displayed in the administration provided in the sale of jangek crackers, the association continues to develop idealizing the right publication techniques so that the business is more developed. In addition, it is very well known by customers. There are several factors that legitimize a company to have a decision to get its own situation in people's hearts, for example how a company sets the original cost, and offers the surprising and satisfying nature of service to its customers.

Based on the above problems can be concluded that there are several problems that exist in the Home Industry Jangek Fauzi Crackers, namely, information about product marketing, the absence of assessments from other customers and bonuses for customers who are loyal to the factory. So, researchers suggest and provide solutions with CRM strategies to help factories manage all customer needs in more detail so that existing problems can be overcome or at least reduced. If this CRM method is applied in the marketing and sales process, the factory will be more helped in scheduling marketing and sales, because this method can provide the best output so that it is expected that the risk of errors caused by observation limitations when taking planning measurements can be suppressed to a minimum. Players build a system by utilizing Customer Relationship Management (CRM). Where with this system is believed to facilitate in the sale, ordering and payment of jangek crackers produced by The Jangek Fauzi Cracker Home Industry without having to make transactions directly, done online without the need to spend a long time.

Research conducted by (Kurniawan et al., 2016), facilitates the sales process as well as increases and retains customers and facilitates payment transactions, product marketing, and management, monthly reports. Based on previous research shows that the research aims to making it easier for companies to get detailed information about consumers and vice versa for consumers who can get information more quickly, precisely and accurately, supporting this process, also adding a notification feature for consumer bill payment data before the time of payment, and displaying graphic data of consumers who have finished making bill payment (Rahman et al., 2018). Whereas, the purpose of this research is to create a CRM model that suits customer needs.

LITERATURE REVIEW

System

The system comes from the Latin (*systema*) and Greek (*sustema*) is a unit consisting of components or elements that together to facilitate the flow of information, matter and energy. This term is often used to describe the existence of the term interacting entities. In another sense, the system is defined as a collection or set of elements, components, or variables that are organized, interact with each other, depend on each other. In essence, a system is a collection (hardware, brainware, software) that interact and collaborate to achieve certain goals (Yogyandaru & Mayasari, 2020).

A system is a set of interrelated components that work together to achieve some goal. In addition, another understanding of the system consists of elements and input (input), processing (processing), and output (output). Thus, the system can simply be interpreted as a collection or set of elements or variables that are organized, interact with and depend on each other. The system is designed to improve or improve information processing (Amalya, 2021).

Information

According to (Jogiyanto, 2017) Information is "data that is processed into a form that is more useful and more meaningful for those who receive it". The most important component of information is data. Between and information there is a difference, the data does not yet have a value while the information already has a value.

Information is data that has been processed which is shown to a person, organization or anyone who needs it" (Sarmidi et al., 2019). According to (Khairunnisa et al., 2021), information is one of the most important types of resources owned by an organization, or the type of organization it is". Without information, there can be no organization. Information through communication becomes the glue for an organization so that the organization can be united

Based on the opinions of the experts above, it can be concluded that information is data that is processed into a form that is important for information and has real value or can be felt in current or future decisions.

Understanding Information Systems

Information system is a system that provides information for management in making decisions and also to run company operations, where the system is a combination of people, information technology and organized procedures (Ridwan et al., 2021). Understanding information systems according to John F. Nash is a combination of humans, facilities or technological tools, media, procedures and controls that intend to organize

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important communication networks, process certain and routine transactions, assist internal and external management and users and provide a basis right decision making (Danny, 2018).

Understanding information systems according to Henry Lucas is an activity of procedures that are organized, when executed will provide information to support decision making and internacontrol (Septianingsih & Sumedang, n.d.).

Customer Relationship Management

Customer Relationship Management (CRM) is a theory in the marketing process that makes customers the main priority in buying and selling activities to get closer to their customers, so that companies can provide the best service and foster long-term relationships with customers, both with new customers and with old customers. With the implementation of Customer Relationship Management (CRM) it is able to help companies interact directly with customers so that customers can submit complaints more easily. From the data collected, the company can provide responses and solutions to customers more quickly, thereby increasing satisfaction, trust, loyalty from customers and revenue from the company (Amatullah et al., 2018).

Customer Relationship Management (CRM) is one of the means to establish a sustainable relationship between the company and its customers, by utilizing CRM the company will know what its customers expect and need, customer management strategies, starting from the marketing process, sales to after-sales service, which aims to increase customer satisfaction (Ibrahim et al., 2021).

From some of the opinions above, it can be concluded that Customer Relationship Management (CRM) is a business strategy that combines processes, people and technology carried out by the company to attract new customers and retain customers by improving service quality in accordance with customer needs and expectations. Help attract sales prospects, convert them into customers, and retain existing customers, keeping customers satisfied.

METHOD

Design Reseach

This diagram is a illustrative illustration in solving problems to analyze, design, and document the management of a jangek fauzi cracker application program process.

The following is a flowchart of the jangek fauzi cracker system:

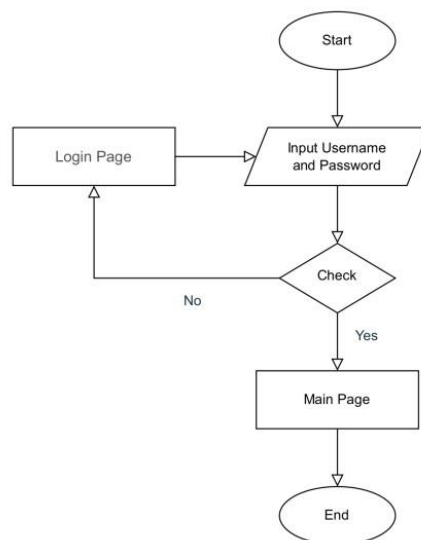


Figure 1. Flowchart Login

Research Framework

Based on the research framework that has been used previously, the discussion of each research stage can be described as follows: (1) Identify problems (2) Data Collection Method (3) Data Analysis (4) System Design (5) System Development (6) System Trial (7) System Implementation

Research Methods

In this study using qualitative research methods. Qualitative Method is an inquiry strategy that emphasizes the search for meaning, understanding, concepts, characteristics, symptoms, and descriptions. The purpose of this qualitative research is to include information about the main phenomena explored in the research, and the location of the research.

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Data Collection Techniques

In conducting the research process, data collection is needed to identify the problems to be studied. For this reason, researchers conducted several techniques in data collection at the Jangek Fauzi Cracker Home Industry. The data collection technique used in this study is observation-interview-literature studies.

Research Site and Time

On the occasion of this study, researchers took research as soon as possible in the Home Industry of Jangek Fauzi Simpang Four Crackers. In this study, the author will conduct research by taking the data needed to build an application.

RESULT

System Testing

The system implementation process is completed, resulting in an information system program that is ready to be used. Before that it takes testing to test the capabilities of the program. The main purpose of this stage is to ensure that elements of the system have functioned as expected. If the system that has been created is still considered less feasible, then improvements must be made so that the system that is contained is complete and accurate. The repaired system will be retested until it is fully ready for use. The tests carried out are as follows:

Interface Implementation

The implementation of Customer Relationship Management (CRM) consists of 2 (two) views, namely the admin form display and the customer form display.

Display The Login Form

The following is a display of the admin login form

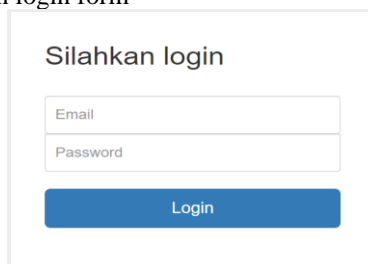


Figure 2. Login Page

Home Form Display

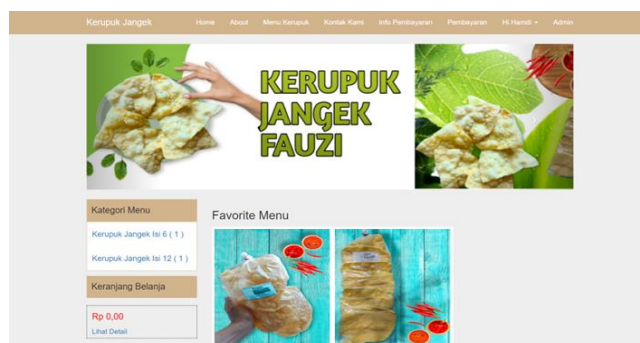


Figure 3. Home Page

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Cracker Menu Form Display

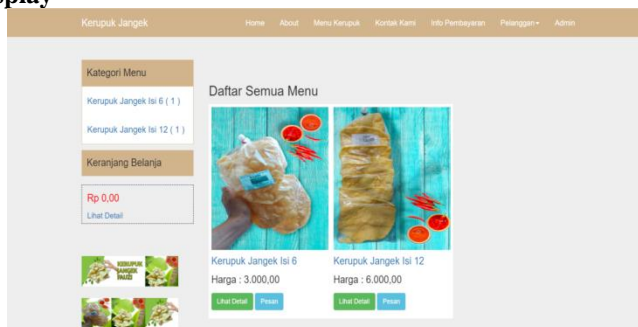


Figure 4. Cracker Menu Page

Payment Form Display

The following is a display of the payment form

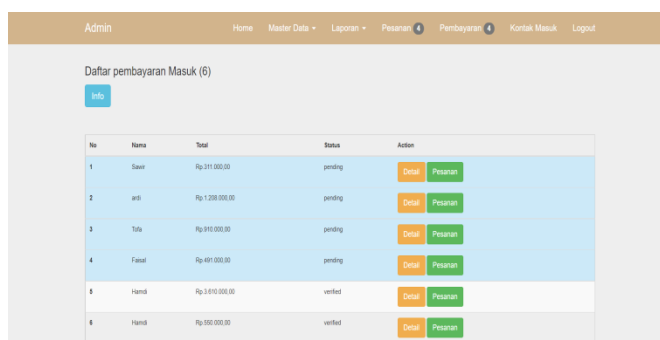


Figure 5. Payment Page

Login Form Testing

The test conducted on the *login form* is to input data according to the *form* provided. For more details seen in the following table:

Table 1. Results of *Login's* Trial

No.	Tested Interface	Applicat ion Status	Testing Scenario	Expected Results	Test Results (Successful or Failed)
1	<i>Login form.</i>	The <i>login</i> view is open.	<i>Enter your username and password</i> and then click <i>login</i> .	If the <i>username</i> and <i>password</i> are correct then you can enter the system through the <i>login form</i> .	Succeed.
2	<i>Login form.</i>	The <i>login</i> view is open.	Input <i>the username</i> and clear the <i>password</i> and then click <i>login</i> .	If the <i>username</i> and <i>password</i> are emptied, a system message will appear rejecting the process.	Succeed.
3	<i>Login form.</i>	The <i>login</i> view is open.	Click out.	If you click out, the system will close the <i>login form</i> .	Succeed.

Home Testing

Tests conducted on *the home* administrator of the implementation of *Customer Relationship Management (CRM)* to increase customer loyalty to *The Jangek Fauzi Cracker Home Industry*. More clearly seen in the following table:

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Table 2. Home Test Results

No.	Tested Interface	Application Status	Testing Scenario	Expected Results	Test Results (Successful or Failed)
1	Home.	Go home.	Click the available menu.	The selected menu can display the page massing.	Succeed.

User Data Form Testing

The test conducted on the user data *form* is to enter user data in the user list *form*. For more details seen in the following table:

Table 3. User Data Form Testing

No.	Tested Interface	Application Status	Testing Scenario	Expected Results	Test Results (Successful or Failed)
1	User data form.	Go to the user form.	Click the button: -Add -Save -Change -Delete	All buttons can work according to their function.	Succeed.

Product Data Form Testing

Testing is done on the product data *form* is to enter product data in the product *form*. For more details seen in the following table:

Table 4. Product Data Form Testing

No.	Tested Interface	Application Status	Testing Scenario	Expected Results	Test Results (Successful or Failed)
1	Product data form.	Go to the product form	Click the button: -Add -Save -Change -Delete	All buttons can work according to their function.	Succeed.

Product Category Data Form Testing

The test conducted on the product category data *form* is to include product category data in the product category form. For more details seen in the following table:

Table 5. Product Category Data Form Testing

No.	Tested Interface	Application Status	Testing Scenario	Expected Results	Test Results (Successful or Failed)
1	Product category data form.	Go to the product category form.	Click the button: -Add -Save -Change -Delete	All buttons can work according to their function.	Succeed.

1. Order Form Testing

The test is done on the order data form that is by entering the product data that you want to buy in the product process. For more details seen in the following table:

Table 9. Order Form Testing

No.	Tested Interface	Application Status	Testing Scenario	Expected Results	Test Results (Successful
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					or Failed)
1	Order form.	Go to <i>the order form.</i>	Click the button: -Details -Change -Delete	All buttons can work according to their function.	Succeed.

2. Payment Form Testing

Tests are conducted on the payment data form. For more details seen in the following table:

Table 10. Payment Form Testing

No.	Tested Interface	Application Status	Testing Scenario	Expected Results	Test Results (Successful or Failed)
1	Payment form.	Go to <i>the payment form.</i>	Click the button: -Info -Details -Order	All buttons can work according to their function.	Succeed.

Test Results

From the results of implementation and testing results can be explained that the system designed in *the Home Industry Jangek Fauzi Crackers* is a system that provides ease of admin in the process of processing data, such as inputting cracker data, and printing reports. Likewise for consumers, can choose crackers and order crackers quickly. In addition, with our contact facilities, consumers can easily file a problem about crackers by sending a message to the admin, so that buyers get good service and easily get the information needed

DISCUSSION

The implementation and testing results, it can be explained that the system designed for the Home Industry Kerupuk Jangek Fauzi is a system that provides convenience for admins in data processing, such as inputting cracker data, and printing reports. Likewise for consumers, they can choose crackers and place an order for crackers quickly. In addition, with our contact facility, consumers can easily raise a problem about crackers by sending a message to the admin, so that buyers get good service and easily get the information they need.

CONCLUSION

Based on research that has been done by the author entitled Application of CRM Methods as a Business Strategy Home Industry Cracker Jangek Fauzi can be taken several conclusions, namely: (1) After the development of this system makes it easier for Home Industry Jangek Fauzi Crackers in marketing and selling products online. (2) With this system customers become easier to get information about jangek cracker products that have been published well. With the system that has been made to CRM can add customers to the Home Industry Jangek Fauzi Crackers. Finally, with the system that has been created to CRM can store data such as customer data, sales data, ordering data and other data stored securely in the database and make it easier to find the data needed.

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