

IMPLEMENTATION OF CRM METHODS TO IMPROVE SALES QUALITY OF BUNUT SEBRANG UMI CLOTHING SHOP

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Abstract

Seiring dengan perkembangan zaman, dunia bisnis saat ini mengalami perkembangan yang cukup pesat terutama dalam dunia bisnis seperti penjualan produk fashion. Oleh karena itu diperlukan strategi yang baik. Dalam mempertahankan daya saing yang lebih maju, perusahaan harus mengembangkan teknologi informasi. Hal lain yang harus diperhatikan dalam membuat bisnis menjadi maju adalah hubungan pelanggan, selalu dijaga, untuk mengelola hubungan baik dengan pelanggan baru atau pelanggan tetap dengan menggunakan metode Customer Relationship Management (CRM). Penerapan metode CRM akan mempermudah pemilik Toko Pakaian Umi untuk mempertahankan pelanggan yang sudah ada dan memudahkan pemilik toko untuk mendapatkan pelanggan baru. Metode penelitian yang digunakan dalam penelitian ini adalah penelitian kualitatif. Penelitian ini hanya akan memanfaatkan data yang diperoleh dari lokasi penelitian dan menginputnya tanpa mengubah apapun.

Kata kunci: Customer Relationship Management (CRM), Produk Fashion, PHP & Mysql.

Abstract

Along with the times, the business world is currently experiencing rapid development, especially in the business world, such as selling fashion products. Therefore, a good strategy is needed. In maintaining more advanced competitiveness, companies must develop information technology. Another thing that must be considered in making the business progress is maintaining customer relations, managing good relationships with new customers, or regular customers using the Customer Relationship Management (CRM) method. The application of the CRM method will make it easier for Umi Clothing Store owners to retain existing customers and make it easier for store owners to get new customers. The research method used in this research is qualitative research. This research will only utilize data obtained from the research location and input it without changing anything.

Keywords: Customer Relationship Management (CRM), Fashion Products, PHP & Mysql.

INTRODUCTION

At this time, the development of information technology is increasingly sophisticated and has become worldwide, especially in the business world. Business competition is getting more challenging because of the development of information systems, science, and technology increasingly sophisticated and good. In marketing the products being sold, they must be more innovative and creative in managing the Umi Clothing Store.

Umi Busana Store is a service store engaged in selling various types of clothing products such as women's, men's, and children's

fashion, located on Jl. Keramik, Bunut Sebrang Village, Kec. PuloBandring, Kab. Asahan, North Sumatra 21266. Marketing of fashion products at the Umi Busana Store is just waiting for customers to come to the store. It results in a lack of information reaching distant customers with new products at the Umi Busana Store. The way to order is still manual, namely by coming directly to the Umi Busana Store to select goods. Bargaining the price, processing customer data, and sales at the Umi Busana Store made manually, making it prone to inconsistent results in inaccurate final reports. In the existing problems, an effective business strategy is needed so that existing or old customers can survive and not switch to other competitors,



one of the strategies implemented is to use Customer Relationship Management (CRM) (Port et al., 2020).

Customer Relationship Management (CRM) is an essential activity in the sales strategy to improve marketing communication with customers and manage customer relationships optimally (Rahmawati, Kusniawati, & Setiawan, 2019). *Customer Relationship Management* (CRM) is one of the means to establish sustainable relationships between stores and customers and provide satisfactory service to customers (Simarmata & Hasibuan, 2019).

From some of the opinions above, it can be concluded that *Customer Relationship Management* (CRM) is a strategy in business that will be developed to develop a business in building a close relationship with customers as the main center in business processes to improve product marketing. (Rahma Syabania, 2021). *Customer Relationship Management* (CRM) has many benefits.

If a business utilizes *Customer Relationship Management* (CRM) in product marketing, the company will know what customers will need in ordering products. Many benefits for the company and customers, and both have mutual benefits. If used and implemented optimally, then the goals that will be expected or targeted will be fulfilled by utilizing the strategy of *Customer Relationship Management* (CRM).

The application of the *Customer Relationship Management* (CRM) method is expected to be able to make customers more loyal so that the relationship that occurs is not only a relationship between sellers and buyers but instead leads to a partner relationship so that the store will better understand what customers want and need so that customers are reluctant to turn to other competitors. The following is sales data at the Umi Clothing Store :

Table 1. Customer & Sales Data in 2020

Month	Number of Customers	Average Number of Products Sold Each Month@pcs		
		W	P	A
Jan	46	45	26	50
Feb	50	33	35	62
Mar	44	40	32	44
April	45	56	40	48
May	46	32	43	35
Jun	35	43	25	42
Jul	41	36	54	54

Month	Number of Customers	Average Number of Products Sold Each Month@pcs		
		W	P	A
Aug	40	42	31	39
Sep	39	56	29	28
Oct	60	47	12	34
Nov	38	35	20	25
Des	46	50	19	45
Total	530	515	366	506

Source: (Umi Clothing Store (2020))

Based on existing data and problems, the author wants to implement a customer *relationship management* (CRM) system to improve higher quality sales services at the Umi Clothing Store, which sells various clothing products. The plan was made to help and facilitate marketing activities at the Umi Clothing Store in improving the quality of sales to customers.

To realize a solution to existing problems, the author wants to create a sales *website* with the *Customer Relationship Management* (CRM) method, which will be implemented at the Umi Clothing Store to improve the quality of sales.

RESEARCH METHODS

The research method is a way or way to obtain a solution in solving a problem. The research method used is qualitative. This method emphasizes the in-depth understanding of a problem by looking at the problem for generalization research.

Types of research

The type of research used is a descriptive research and uses analysis. Descriptive research is research conducted to determine the value of one variable to another in data collection in the form of words and pictures. It is due to the application of qualitative research methods. In addition, all the data collected may be a key to what has been studied previously.

Research Time and Place

The research started from the study at the Umi Clothing Store, Jl. Keramik, Bunut Sebrang Village, Kec. Pulo Banding, Kab. Asahan, North Sumatra 21266. The time for the investigation to be carried out is from December 2021 to completion.

Target/Research Subject

The sampling technique is a data collection technique in research conducted at the Umi Clothing Store, using qualitative research taken in words or pictures.

Procedure

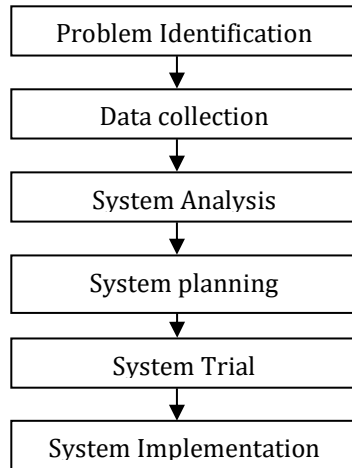


Figure 1. Research Framework

Based on the research framework described above, the discussion of each stage in the research can be described as follows.

1. Problem Identification

Problem identification is where the researcher must determine the problem to be researched. Issues at the Umi Clothing Store, such as the sales process, which is still manual, namely waiting for customers to come to the store, does not yet have a communication medium to promote products to other customers to improve customer relationships. Umi Clothing Store has difficulty checking product availability and providing product information regarding prices, discounts, and promos to customers. Here the researcher observes about improving the quality of product sales.

2. Data Collection

Data collection is a technique or method used by researchers to improve sales quality at the *web-based Umi Clothing Store* utilizing the *Customer Relationship Management (CRM)* method. The process of collecting data with observation, interviews and literature studies to conduct observations and analyze the sales process that occurs at the Umi Clothing Store to obtain the information needed by researchers.

3. Data Analysis

Data analysis is an activity to change research results into information that can be used to make decisions in a study. The way to conclude

can be by estimating the results and analysis carried out on the Umi Clothing Store using the *Customer Relationship Management (CRM)* method.

4. System Design

fashionproduct sales system which has been planned. The specifications made are detailed enough so that at the implementation stage, no new decisions are needed and use what has been determined at the design stage in the design of the system will be designed by the objectives of the Umi Clothing Store can overcome existing problems.

Data collection technique

The techniques in data collection used in this study are as follows (Murdiati et al., 2019) :

1. Interview

The interview is a question-and-answer process in the research that takes orally with the Umi Clothing Store owner, namely Mrs. Ikawati, S.Kep, News. The topic of discussion is about the process of selling *fashion* products manually, and the Umi Clothing Store does not yet have its own sales system, for example, a sales *website*. This interview aims to obtain more accurate and complete information to find out what problems exist at the Umi Clothing Store.

2. Observation (Observation)

Observation is one method of collecting data carried out directly at the Umi Clothing Store by systematically observing and recording what is investigated at the incident scene. We will take sales data, which we can use as research material.

3. Library Research (Library Research)

Library research collects data and information by carrying out library activities through journals, previous research, and others related to the research conducted. The research was conducted at the Umi Clothing Store to obtain theoretical data. In this case, the subject under study must be considered, namely the sale of *fashion products*.

Data analysis technique

1. Information Systems

The system is a procedure or *element* that is interconnected with each other to achieve certain goals (Heriyanto, 2018). Information is data that will be processed into useful information for its users (Halim, 2020).

An information system within an organization that collects and analyzes data and processes it into certain information. An information system consists of a series of sub-systems of information on data processing to produce useful information in decision-making (Suminten, 2020).



2. **Customer Relationship Management (CRM)**

Customer Relationship Management (CRM) is an important activity to create a harmonious relationship between the customer and the store by providing service satisfaction (Cavenett, 2019).

Customer Relationship Management (CRM) is a process to retain customers by providing effective service satisfaction to the Store (Siregar, Cahyani, & Chaniago, 2020).

From some of the explanations above, it can be concluded that *Customer Relationship Management (CRM)* is a strategy in business that will focus on improving relationships with customers who are loyal to the product. Stores must also maintain relationships with existing customers (Sulaeman & AG. Sudiby, 2021).

3. **Customer Relationship Management (CRM) Features**

The right *Customer Relationship Management (CRM)* feature can provide more effective and efficient information useful for customers who need it. *Customer Relationship Management (CRM)* has several features that support the service process to customers, including complete service information on the system so that customers can find out information transparently. (2018) :

1. Features of online shopping methods such as product information, how to order, clothing store address, products according to customer needs, product categories, and options for shipping goods.
2. Umi Clothing Store Profile Features Information can be *shared on social media links (Facebook, Twitter, etc.)*.
3. Features of the suggestion/criticism form regarding the products and services of the Umi Clothing Store.
4. Features Shopping cart Product *reviews* Product category.
5. Features Guestbook customer registration payment method
6. Receipt check feature.
7. Product tracking feature sent
8. Transaction history feature.
9. Payment feature using transfer.
10. *Chatbox* feature.

4. **Objectives of Customer Relationship Management (CRM)**

The goals of *Customer Relationship Management (CRM)* are as follows (Rosinta & Hasibuan, 2018) :

1. Using customer relationships to increase profits in sales. By providing complete information about the store to customers to maximize a relationship with customers.
2. Using integrated information to improve satisfactory service by utilizing customer information can meet customer needs.
3. Creating sales process channels and continuous communication procedures to customers to improve consistent sales quality at the store. Knowing the needs of customers in the future.
4. Assisting companies in improving the better services that can be provided to customers.
5. Get new customers.
6. Knowing the improvements needed by the company to satisfy customers.
7. Able to analyze customer behavior.
8. Reduce costs incurred in obtaining new customers because, with CRM, companies can retain old customers to remain loyal to the company.

Aids in System Design

Designing an Information System takes a system design tool to get the desired results optimally. The tools in the design of information systems consist of *Flowcharts* and *Unified Modeling Language (UML)*.

Information System Flow (ASI)

Information System Flow (ASI) is a tool that shows the overall workflow of the system. ASI is a flow chart that shows the flow of reports and forms, including their copies. The ASI chart explains the sequence of procedures in the system (Smkn &Kapur, 2021).

Thus the flow of information systems is a chart that shows the overall flow of work from a system, starting from input to producing output, both from the current system and from the system to be built (Tanjung & Sukrianto, 2017).

Unified Modeling Language (UML)

Unified Modeling Language (UML) is a method of visual modeling used to design object-oriented systems (Yusran, 2020). *The Unified Modeling Language (UML)* is a standard language for designing, visualizing, and constructing the basic building blocks of software systems and involves modeling business rules (Tanjung & Sukrianto, 2017).

RESEARCH RESULTS AND DISCUSSION

Implementing a system is a final process in developing an application after going through the design stage. For the implementation process and the software to work perfectly, the software must first carry out testing to find out the weaknesses and shortcomings of the system, and then it will be evaluated. The objectives of implementing a system are:

1. Completing the system design contained in the approved system design document, sorting new and corrected papers.
2. Write, test and document programs and procedures improved by the approved system design.
3. Ensure *users* can use the new system.
4. *User* demands such as testing the system as a whole.
5. Ensuring the conversion of the new system is running correctly, such as planning, controlling, and installing the new system correctly.

A. System Requirements

Use Case Diagram is a sequence of activities carried out by actors and systems to achieve a certain goal. The activities carried out by the use case only explain what the actor and system do, not how the actor and system perform these activities. The following is a Use Case Diagram on CRM design at the Umi Clothing Store.

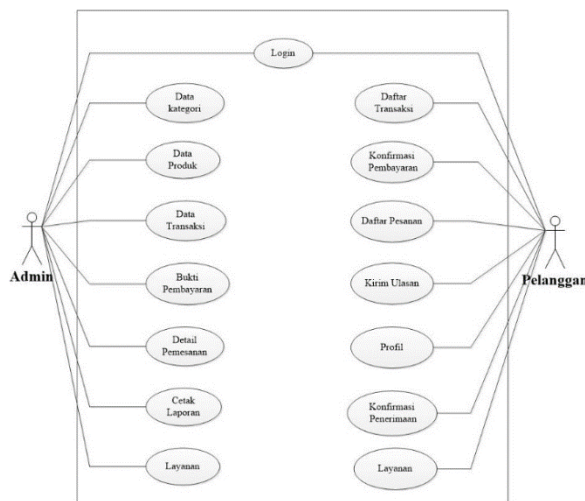


Figure 2. Use Case Diagram

1. Defining actors

Defining actors in the CRM design system at the Umi Clothing Store.

Table 2. Definition of Actor

No	Actor Name	Actor Description
1	Admin	1. Log in to the system. 2. Manage product category data. 3. Manage product data. 4. Manage services. 5. Manage Transactions. 6. Manage Order Status. 7. View proof of transfer. 8. View and print order transaction reports. 9. Log out of the system.
2	customer	1. Log in to the system. 2. View customer data/profile. 3. View the order list. 4. View services. 5. View a list of transactions. 6. Confirm payment. 7. Confirm receipt. 8. Log out of the system.

2. Definition of Use Case Diagram

The definition of use cases in the CRM design system at Toko Umi Clothing:

Table 3. Definition of Use Case Diagram

No	Use Case	Deskripsi
1	Login	This is the first step taken to enter the system to manage product data on the CRM system.
2	Managing Information	It is a process to add information that will be provided by admin to Customers.
3	Process orders/orders	Is the process of placing an order by the customer into the CRM system which will be entered into the database.
4	Review/ Comment	Is a process that can be carried out by admins and consumers on products that will be given comments by customers and admins answer comments.
5	Logout	Is a process to exit the system.

B. User Interface Design

The implementation of this system will show the implementation of the interface design. The



performance of this interface design is divided into two parts: the version of the user interface design and the implementation of the admin interface design. The user interface implementation consists of several menu options, including the home menu, how to purchase, all products, shopping cart, registration, and log in. At the same time, the implementation of the admin interface design consists of home, product categories, orders, shipping costs, reports and logout.

1. Main Page View

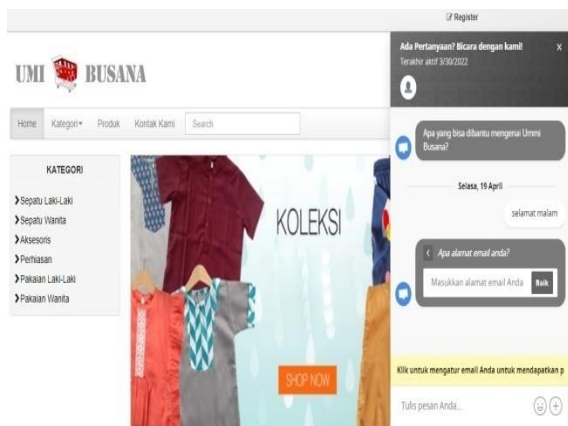


Figure 3. Main Page Display

Figure 3 is the main page display, which is the page that will be first found when opening the website. Users can access other menus on the main page, such as a customer registration page and a customer login menu for access for customers to enter the main page and make order transactions.

2. Product Details Page

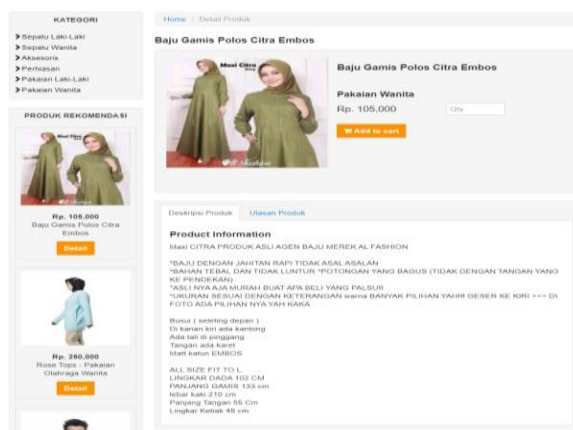


Figure 4. Product Details Page

Figure 4 is a complete product detail page view. Displays complete detailed information about the selected product. And there is a product recommendation feature for other product offerings.

3. Customer Transaction List Page

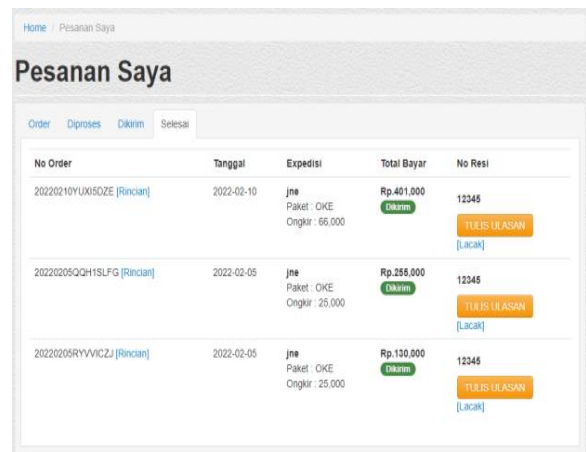


Figure 5. Customer Transaction Page

Figure 5 is a view of the follow-up page of the checkout page. There is a list of all orders, from unpaid to completed orders, and we will provide a review of the products purchased.

4. Tracking Page /Track Order

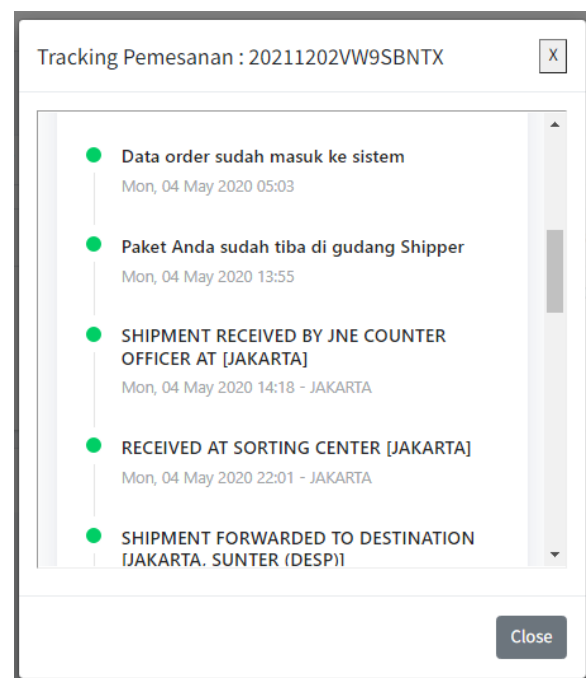


Figure 6. Tracking Page /Track Order

Figure 6 is a page display to track orders sent via certain expeditions.

5. Transaction Report Print Page

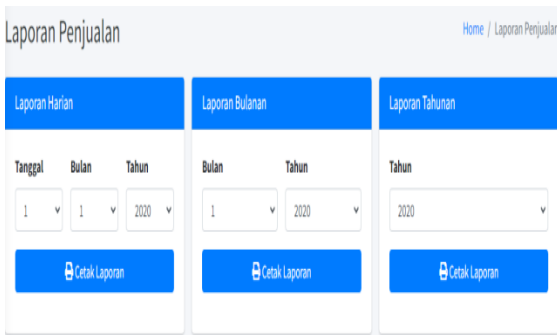


Figure16. Transaction Report Print Page

Figure 16 is a page display to print transaction data stored in the database.

C. CRM System Test Result

The following are the results of testing the CRM system for selling fashion products at the Umi Clothing Store, which can be seen in the table 4 below:

Table 4. UAT Test Results

UAT TEST RESULTS		
NO	Process	Success/Fail
1.	<p>Test: Login</p> <p>Test Description: Verification of access rights can only be accessed by customers who have registered using email.</p> <p>Input Data: Username: email address Password : 123456</p> <p>Expected results : If successful it will display the main website page and get an email notification, if it fails it will display an error message and return to the registration page.</p>	Succeed

UAT TEST RESULTS		
NO	Process	Success/Fail
2.	<p>Testing: Customer Profile Data</p> <p>Test Description: Add and edit user data and save to the database.</p> <p>Input Data: Click customer profile</p> <p>-Expected results: Go to the profile data update page and input customer profile data.</p> <p>Click Save</p> <p>-Expected results: The profile data that has been filled in is stored in the database.</p>	Succeed

3.	<p>Testing: Shopping Cart Data</p> <p>Test Description: Choose an expedition, check shipping, and checkout the ordered goods and store them in the database.</p> <p>Input Data: Click shopping cart, click check shipping, then click checkout now.</p> <p>Expected results: Choose an expedition as expected, display shipping according to the delivery period, then process orders for goods and upload proof of payment after completion of product reviews</p>	Succeed
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CONCLUSIONS AND SUGGESTIONS

Conclusion

Conclusion This chapter discusses applying the *Customer Relationship Management* (CRM) method to the sales system at the Umi Clothing Store in building a system at the Umi Clothing Store using the *Customer Relationship Management* (CRM) method. With the



implementation of this CRM method, such as discount features for products offered to customers, comments, product reviews, email notifications, and live chat will be able to distinguish new customers from old customers to maintain customer relationships and improve service quality. Umi Clothing Store sales. And the system that was built can be used for promotional media in a wider scope, such as customers who are out of town can access the website and place orders online.

Suggestion

The following are suggestions that can be put forward to be input and consideration: We need to optimize/customize the website both in terms of design and coding for further researchers who want to make the Umi Clothing Store a place of research to further refine and develop sales that still need improvement in the research. To avoid things or unwanted errors to security and data loss, it is necessary to *back up* or *copy files* or data.

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