Web mobile based on E- Marketing at Jumiran Stores using the Customer Relationship Management (CRM) Method

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Abstract

Jumiran Business's market share is now limited to the neighborhood around the store because sales are still conducted manually or customers come directly to the store. Product data storage for the delivery of information is still done manually utilizing a ledger as a medium for product data recording, resulting in messy and undetailed data storage. The goal of implementing the CRM approach in e-commerce or e-marketing is to simplify the marketing, sales, and support processes for business owners, making it simpler for customers to access product information at Jumiran Stores. The following are the outcomes of the study on the sales system using the CRM method: main page, product page, and customer

Keywords : Produk, CRM, E-Marketing, Web Mobile

1. Introduction

The developments of technology in the current digital era has progressed very rapidly. One of them is internet. Internet is a repository data and information needed by people from various professional fields, starting from the field of education, entertainment, business, health and so on. Electronic Commerce or also called E – Commerce in the usage of communication networks and computers to carry out business processes. The definition of E – Commerce is to use the internet and a computer with a web browser to introduce, offer, buy and sell products.

Jumiran store is a business shop engaged in the sale of household goods in TuguMulyo district. Currently for the sales process, Jumiranstore only rely in manual processes or customer come directly to the store. Resulting the marketing of the jumiran shop only around the store. For the process of delivering information, Jumiran store only relies on the dissemination of information manually. So that the latest information about the goods being marketed is only limited around the store. Besides that, product data storage is still manual using ledger as medium for recording product data. So that the data has not been stored neatly and not yet detailed and submission of criticism and suggestions about store service can only be submitted directly or come directly to the store.

Storage the results of feedback or consultations with customers is also needed. In order to assist the store in making decisions in product marketing and customers service in the future. Based on the problems, the important of implementing a customer relationship management strategy in information technology systems, to assist this business in conducting question and answer service as a facility for submitting complains and customer requests.

Customer Relationship Management (CRM) method is strategies for obtaining, consolidating, and analyzing customer data and then using it to interact with customers. The application of the CRM method in an E- Commerce or E – marketing aims to make it easier for shop owners to do marketing, sales and services. Thus making it easier for customers to find product information in the Jumiran store.

Based on the existing problems, the researcher interested to create research entitle "Webmobile based on E- Marketing at Jumiran Stores using the Customer Relationship Management (CRM) Method" that can supports trading business activities and can be used as product marketing tool and so on.

1.1 Objectives
    a.   To apply Customer Relationship Management (CRM) Method based E- marketing to information system at Jumiran store.

b.   To expand the marketing or sales area, especially for consumer outside Musirawas district without incurring substantial capital or costs.

2. Literature Review

E marketing is side of e commerce marketing which is work of companies to communicate something, promote, and sell goods and services via internet. E marketing is one components in e-commerce with special importance by marketers, namely the strategy for the process of making, distributing, promoting, and pricing goods and services to internet market share or through other digital equipment.

Sale is selling merchandise which is the main business of a company carried out continuously.

Customer Relationship Management (CRM) is currently one of the strategies used by companies to provide the best service and foster better long term relationships with their customers.

3. Methods
System Development Method

The System development method used by the author in this final project was the waterfall method. As the steps consist of:

a.   Analyze

At this stage the researcher analyzes the problems that exist in the Jumiran store to get the data needed to build the system.

b.   Design

At this stage the researcher designs a system that will later become a reference for researchers in making a mobile web based e- marketing system.

c.   Coding

At this stage the researcher coded the program according to the design that had been made. The form, function, and recommendations contained in the system must be in accordance with the design of the program that has been made at the design stage. It aims to get results as expected.

d.   Testing

Testing aims to see whether the program made was in accordance with the design that has been made or not. Researcher also see whether the program was running according to desired function or not.

4. Data Collection
Method of collecting the data

In data collection required as the material of writing this reports were:

a.   Primary Date

The methods to collect the primary data were:

1.   Observation Method

The researcher obtains the data by observing the business processes in the Jumiran store.

2.   Interview method

Data collection technique were carried out by interviewing the owner of the Jumiran store

3.   Documentation

The researcher looks for the documents needed in writing this research report by documenting the documents and data.

b.   Secondary Date

The process carryout by researchers was to collect data from various existing sources. Secondary data can be obtained from various sources such as books, reports, journals, and others.

5. Results and Discussion
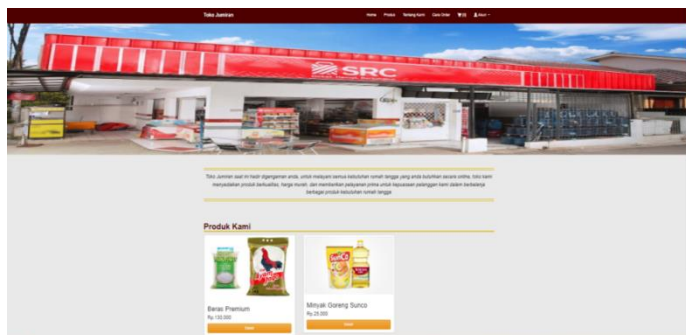### Result

From the system design, the results of this study were a sales system with the CRM method, which consists of the main page, product master, login page, customer page, and sales reports page.
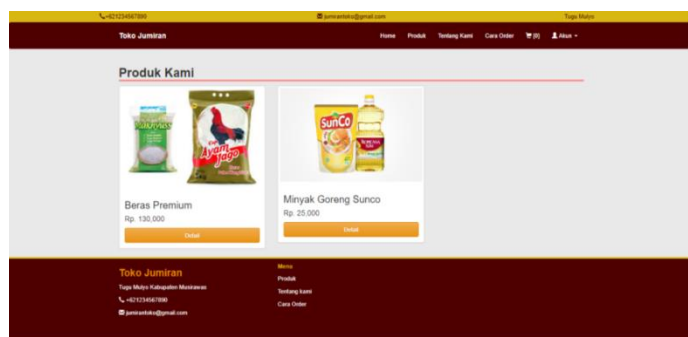
Discussion

1. Main page

The main page was the page that the first accessed by user, it can be seen in the picture 1

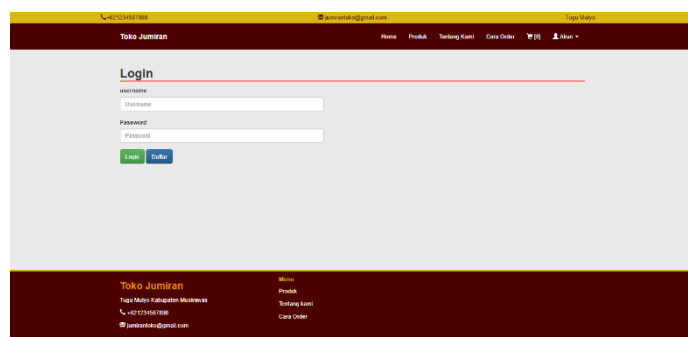
Picture 1. Main page

2. Product page

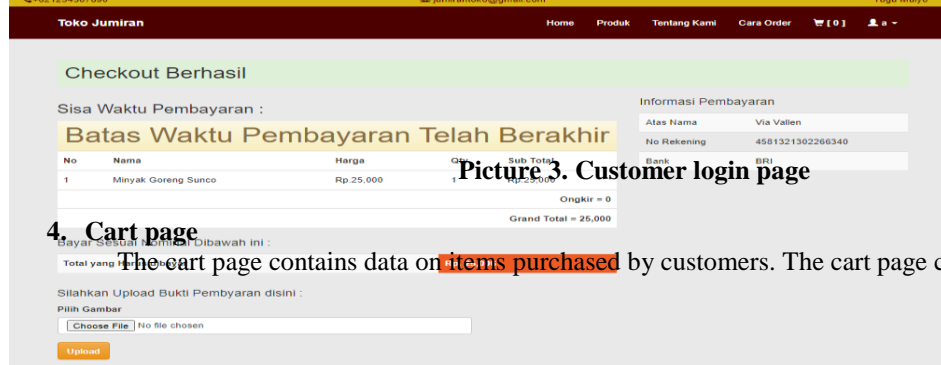Product pages were used by users to view products. Product page can be seen in the picture 2

Picture2. Product page

3. Customer login page

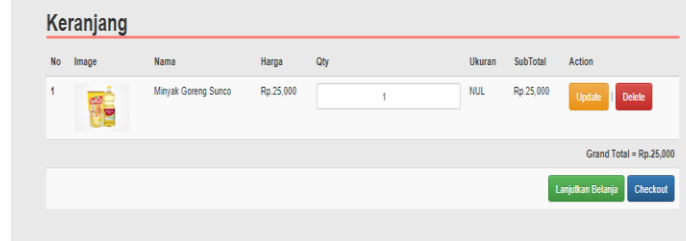Customer login page was used to login to the system. Customer login page can be seen in the picture 3
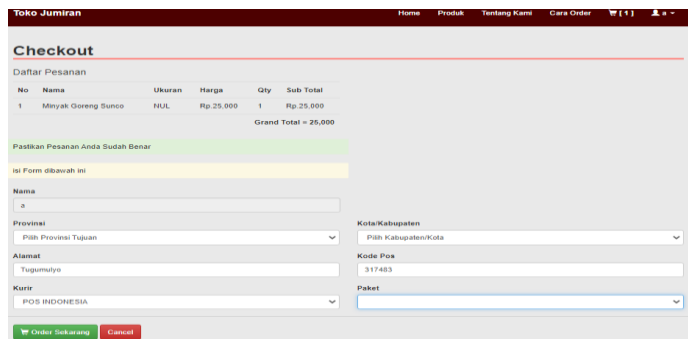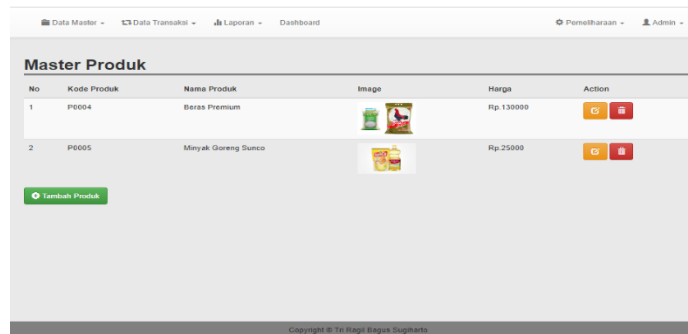
Picture 3. Customer login page

4. Cart page

The cart page contains data on items purchased by customers. The cart page can be seen in the picture 4

Picture 4. Cart page

5. Check out page

Check out page was used to check out the items that have been purchased.

Picture5. Check out page

6. Payment confirmation page
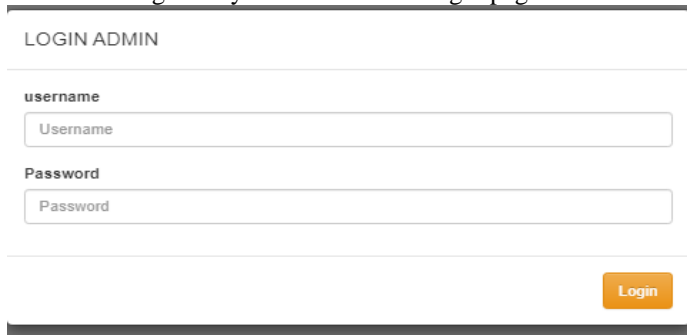
This page was used to confirm customer payments. This page can be seen in the picture 6
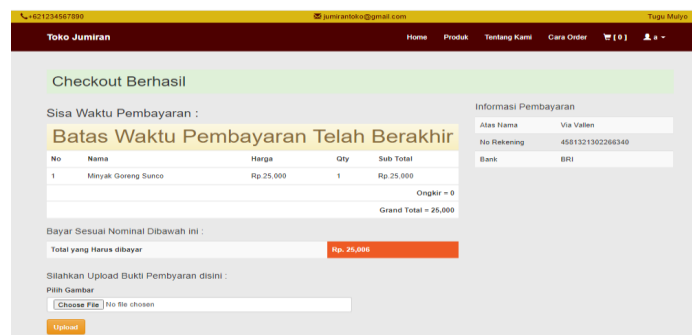
Picture6. Payment confirmation page

7. **Admin login page**
    This page was used to log into system. The admin login page can be seen in the picture 7

Picture7. Admin login page

8. **Product master page**
    This page was used to display the product master. Product master can be seen in the picture 8
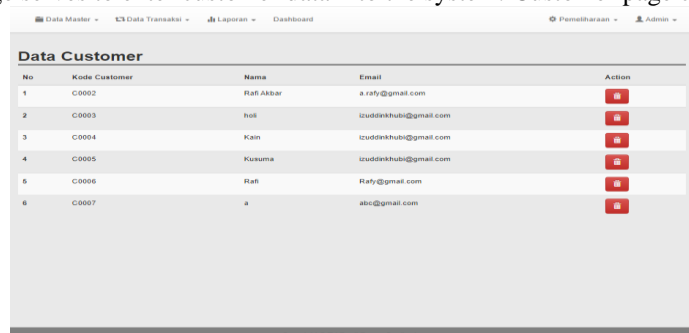

Picture8. Product master page

9. **Customer page**
    This page serves to enter customer data into the system. Customer page can be seen in the picture 9

Picture9. Customer page

10. **Sales report page**

    This page used to display sales reports. Sales report page can be seen in the picture 10

Picture10. Sales Report page

6. Conclusion

Based on the existing discussion, it can be concluded that the decision support system made were:

a. With the existence of mobile web – based marketing system at Jumiran store, the sales process at Jumiran store no longer uses a manual process or consumers come directly to the store. So that the store's market share become wider.

b. With the existence of mobile web – based marketing system at Jumiran store, then for the process of delivering information, Jumiran store were no longer done manually so that the latest information about marketed goods reaches customers more quickly.

c. With the existence of mobile web – based marketing system at Jumiran store, then product data storage was no longer done manually so that data can be stored properly and in detail.

d. With the existence of mobile web – based marketing system at the Jumiran store, then the submission of criticism and suggestions can be done online so that customers do not need to come to the store and this can improve service to customers.

e. With the existence of mobile web – based marketing system at the Jumiran store, then there wasmedia that can be used for storing feedback or messages with customers can be used to help store make decisions in product marketing and customer service in the future.

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