Implementation of CRM to Retain and Attract New Customers at Yusni's Clothing Store

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Article Information	ABSTRACT
	The rapid development of technology in today's world has had a major impact on store performance in all areas of business, both in trading and service companies. In maintaining more advanced competitiveness, stores must continue to develop technology, another thing that needs to be considered in making the company more advanced is the relationship with customers which is also an important thing to always maintain. To manage good relationships with prospective customers and customers, the company uses Customer Relationship Management (CRM). CRM is a service to customers that is personal, to provide a consistent experience, so that it can provide customer satisfaction, and also get good relationships in the long term. By implementing a good CRM, stores will be easier to interact with potential customers and customers and provide information according to their needs. Customers can also get the information they need more quickly and easily. The Customer Relationship Management (CRM) System for Web-Based Information Services at Yusni's Clothing Store can make it easier for consumers who are in the village of base lunang, sub-district of kualauh leidong, district of Labuhan Batu Utara. *.*

1. INTRODUCTION

In today's era of competition in today's increasingly advanced business world, followed by advances in the development of information systems, science, and technology, business people strive to improve their quality and excellence by mobilizing all existing potential. Technological inventions and innovations have had an impact on society, leading to changes in various areas of human life [1]. If technology is implemented correctly, technology will have a positive impact on people. In the development of the business world, information technology is very helpful and needed. One of them is the internet, internet (linked network) is a computer network connected between networks

around the globe, the Internet can also be called the natural network of wide area networks [2]. With the internet businesses can progress rapidly such as helping in accelerating performance, promotion, reducing costs, and increasing sales and also as a means of two-way communication between stores and buyers. Online-based marketing strategies generally create a relationship between the store and the customer, better known as Customer Relationship Management (CRM), an enterprise-level strategy focused on building and maintaining customer relationships [3].

Customer Relationship Management is a type of management regarding the management of the company with its customers to improve relationships with customers in order to maximize the company's growth [4]. Customer Relationship Management is a data integrity system used to plan, organize and manage sales and after-sales services within an organization [5]. It refers to system software that helps stores obtain and store customer data and establish two-way relationships, in order to obtain customer satisfaction [6]. This business process is the center of Customer Relationship Management (CRM) and the customer is part of the business process. Customers can also be said to be part of the company's operations that are able to obtain greater profits than the previous competition. With that (CRM) is able to increase customer satisfaction and maintain it [7]. Customer Relationship Management (CRM) recommends an approach of building a portfolio through business relationships built through interactions with customers., using relationships that are formed to form networks and improve communication with the aim of increasing customer loyalty [8]. Components of Customer Relationship Management (CRM) are classified into three, namely: operational, analytical, and collaborative [9]. CRM is designed using PHP and MySQL databases. PHP (Hypertext Preprocessor) is a programming language that can be used for general purposes like other programming languages C, C++, Pascal, Python, Perl, Ruby, etc [10].

Yusni Clothing Store is a service store that is engaged in the sale of various types of clothing such as Children's Clothing, Negligee, Sleepwear, Robe, T-shirt and others located in Pangkal Lunang Village, Kualuh Leidong District, North Labuhan Batu Regency, Sumatra. North. Tight business competitors in the current digital era make Yusni Clothing Stores have to carry out marketing strategies to attract customers, improve service to new customers and old customers. Customer satisfaction as "emotional response to evaluation of consumer experience of a product or service". Depending on the customer's experience after consuming goods or services [11]. In the service has a different view of each individual, impressive service, which is special, can lead to customer loyalty: such as, in the form of pre-sales, sales activities, and reliable after-sales [12]. A service or quality of service is perceived as good, ideal or satisfactory if the service or service received or perceived meets or exceeds the customer's expectations. [13]. This is because clothing is one of the needs of today's society, store service is also a form of strategy to attract consumers to buy and is a form of response from consumers to goods and services sold by Yusni Clothing Stores. Price, promotion which is an activity that aims to encourage

sales or increase sales [14], product and place or location are important factors for Yusni Clothing Stores that are difficult to win in today's business competition. Forms of sales promotion to increase sales in stores are price discounts, free gifts, product displays, and banded or bundling [15].

The purpose of this research is to implement a web-based application as product marketing and product sales and customer attraction. Because the system used previously was manual and lacked a marketing strategy to consumers, and also the location of the Yusni's Clothing Store was less effective so that there were still consumers who didn't know, therefore the system that will be developed using the Customer Relationship Management (CRM) System is to develop products, marketing activities and marketing communication strategies.

2. RESEARCH METHOD

Research and development method can be understood as a scientific method of researching, designing, manufacturing and testing the validity of manufactured products. The same definition is also enhanced by research and development as a research approach to producing new products or improving existing products. Research and development is a method of manufacturing certain products or improving existing products and testing their effectiveness [16]. The research method used is an analytical method with a structured approach with all the necessary tools and techniques in the system so that the results of the system analysis are developed to create a structured system. The framework used by the researcher is as follows:
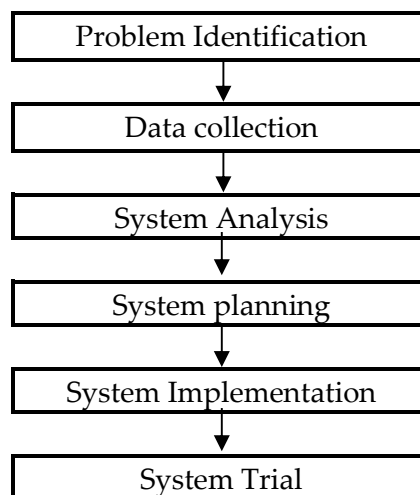

Figure 1. Research Framework

According to the above research framework, the discussion of each phase of the research can be explained as follows: (1) The identification of the problem is that Yusni's Clothing Store sells various types of clothing manually so that it has not been able to increase sales and product marketing results optimally, there is no direct or online communication media to promote Yusni's Clothing Store to other customers in increasing the number of customers. (2) The data collection phase used observations, interviews, and literature reviews to observe and analyze Yusni's Clothing Store sales process in order to obtain the information researchers needed. (3) System analysis is a way to explain a problem and look for an overview of the system that is running. Weaknesses in the system can be identified through analysis [17]. The flow of Information Systems (ASI) is to analyze the system to be built, including: identifying existing problems, concluding the results of the analysis and being able to provide solutions to existing problems [18]. (4) Design is the step after the analysis step where the researcher already knows to analyze the needs to be developed in the alumni information system, so in this design step, the researcher makes a flowchart, type UML Use Case Diagram, ERD [1]. (5) The implementation of the system is explained about the flow of use of the designed application, whether the system created can be applied by the Yusni Clothing Store and whether the application made is in accordance with the business processes at the Yusni Clothing Store. (6) It is necessary to test the system to find out whether the designed system is as expected or not. The results obtained will be evaluated, whether the problems faced so far can be overcome or not, the system is completed by experimenting on the computer user interface.

3. RESULTS AND DISCUSSION

The system that is running at the Yusni Clothing Store sales has not been able to provide information about clothing/fashion as well as the sales process without making face-to-face meetings, so the authors analyze the system that must know the desired customer needs information, including information about clothing in the form of prices, fashion quality and reports. data that is needed by the seller. With the computer as a technology, the implementation of the new system is expected to increase the work productivity of managers in order to meet the needs.

3.1. Software Design
The software design in this study consisted of:
3.1.1. Use Case Diagram
Use case diagrams are used to describe the system from the point of view of the users of the system "users". Therefore, the creation of use case diagrams focuses more on the existing functionality in the system, not on the flow or sequence of events. Use case diagrams represent interactions between actors and systems [19].

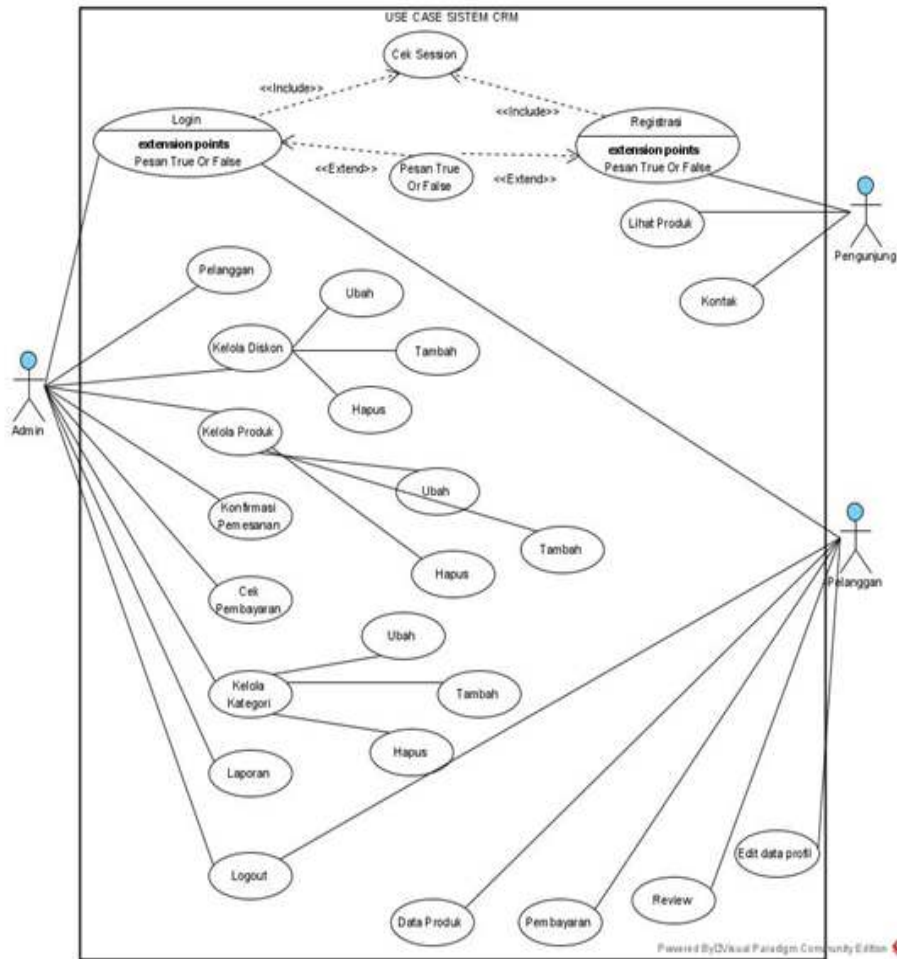**Figure 2.** Usecase Diagram

3.1.2. Entity Relationship Diagram

An entity-relationship diagram (ERD) is a representation of a data model that contains a detailed description of all entities and their relationships in graphical format. ERD is a conceptual data model in developing a logical database. ERD design can help the database creation process of this e-commerce system [20].
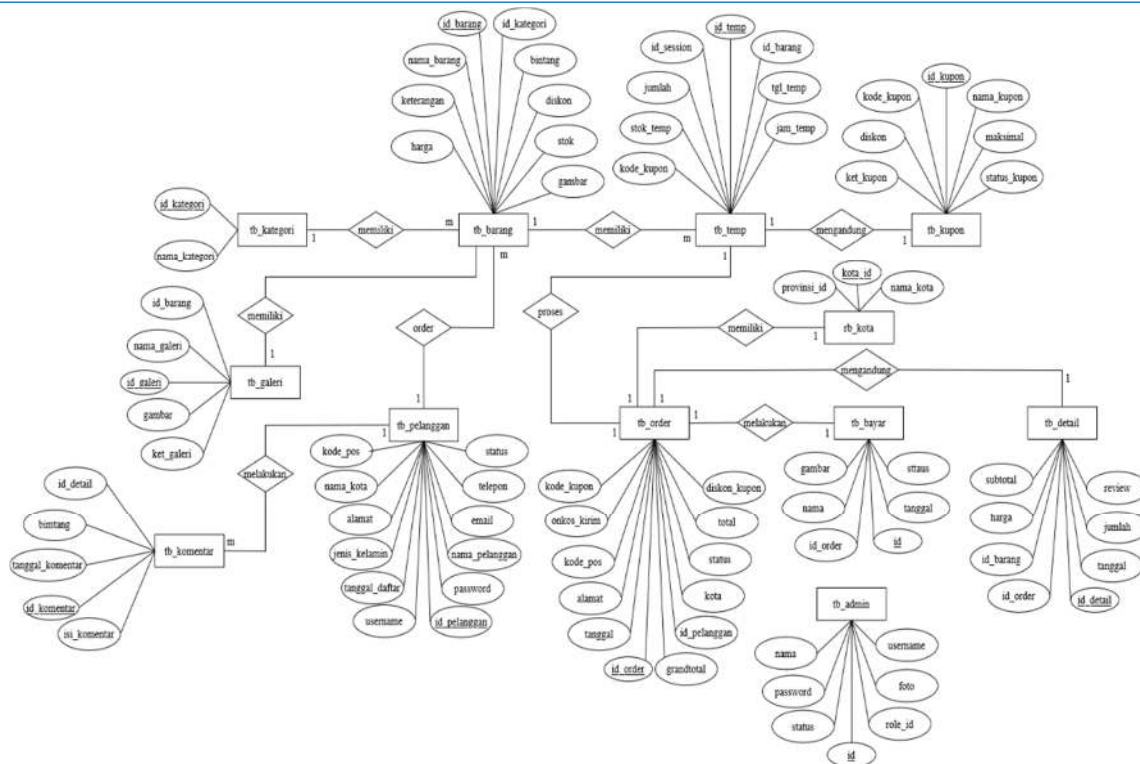
Figure 3. Entity Relationship Diagram

Implementation is an action taken to ensure that the application that has been built can be used on a system or program in order to fulfill the integrity of the user (user) with planning activities, implementation activities and follow-up in order to find the system limitations needed to run the designed application. The system development in this study uses the PHP programming language as the main language in system development, and MySQL as the data storage medium.

The homepage is the page that will be first found when opening the website. This page contains several features, namely a list of products, categories, and transactions made by customers. The homepage can be seen at figure 4 below.
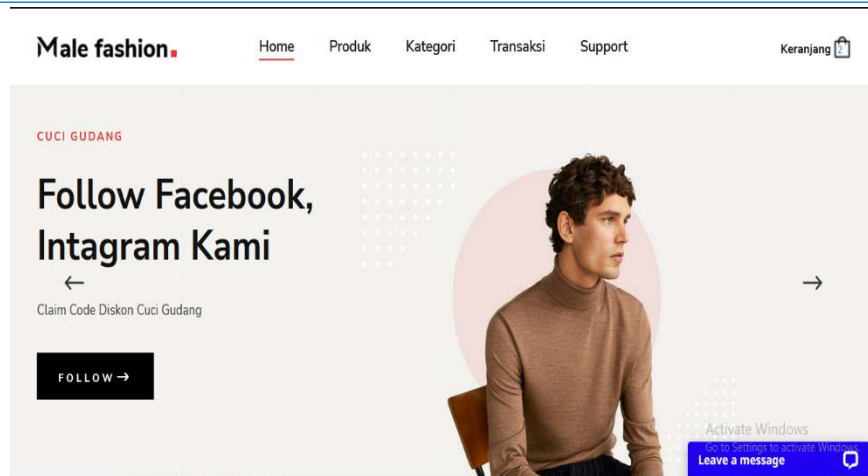
Figure 4. Homepage

The registration page is the page used by customers when they want to register as an advanced user on the system. account registration is required so that customers can continue transaction activities. The registration page can be seen at figure 5 below.
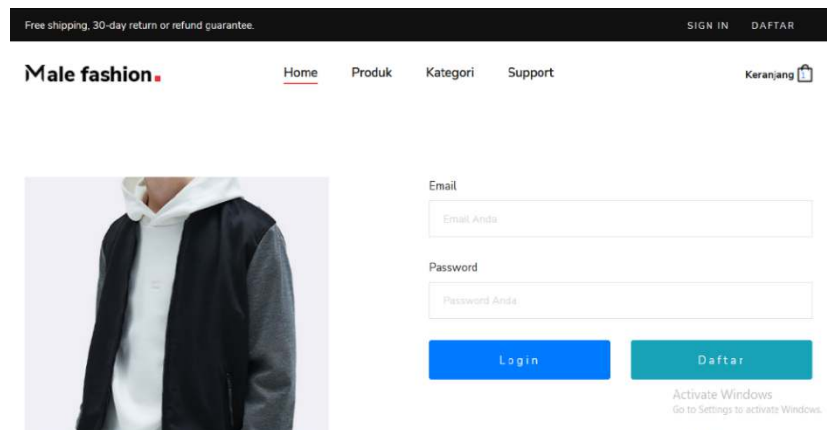

Figure 5. Registration Page

The product detail page contains detailed information about the product you want to buy. customers can see some information regarding product descriptions, prices, ratings, discounts, to comments from other customers who have purchased the product. The product detail page can be seen at figure 6 below.
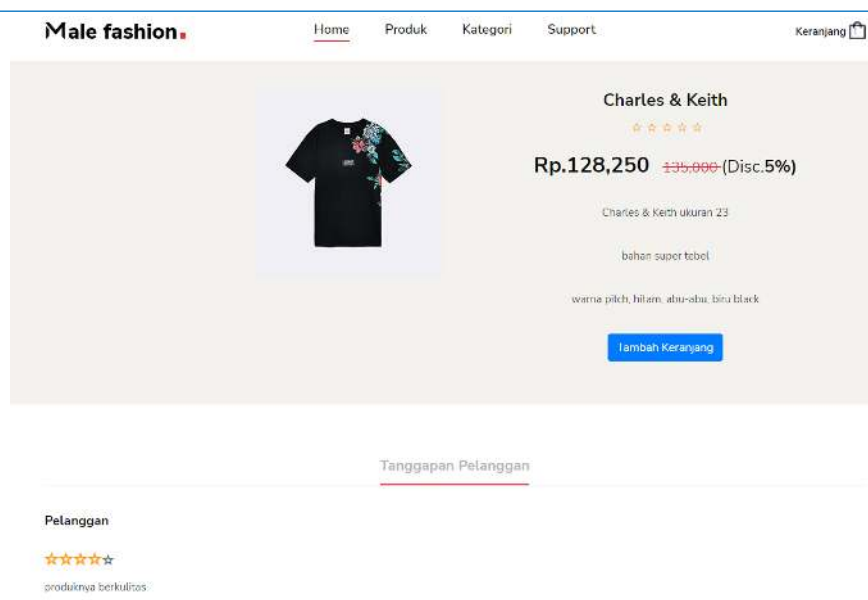
Figure 6. Product Detail Page

The shopping cart page is useful for storing temporary product data that you want to forward transactions later. This page contains information about the product and the number of products you want to buy. This page can be seen at figure 7 below.
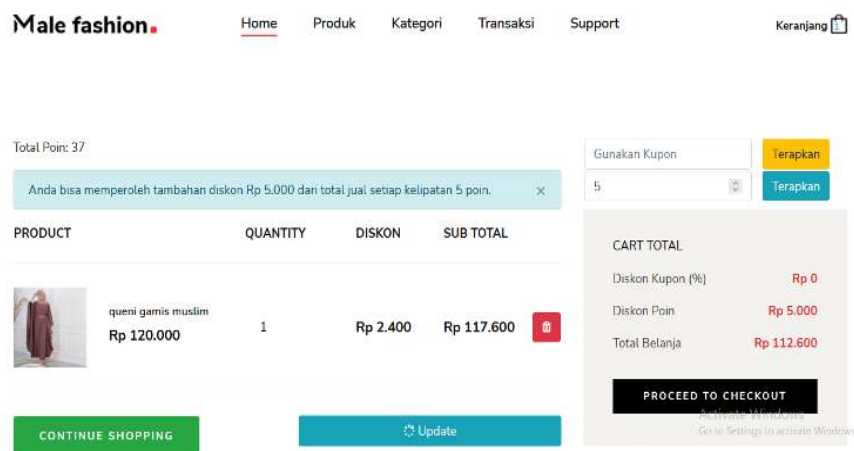

Figure 7. Shopping Cart Page

The checkout page is an advanced page when the customer has finished selecting the product and wants to continue the transaction. on this page, customers are required to fill out a form with actual data so that there are no mistakes in the transaction later. This page can be seen at figure 8 below.

Figure 8. Checkout Page

The product review page contains an assessment or review of each product whose transactions have been completed. This page can be seen below.

Figure 9. Product Review Page

A point system is implemented into the application with the aim of providing more benefits to store loyal customers. Points are obtained through purchases with certain conditions, then can be used again for the next transaction. Page points can be seen in the figure 10 below.
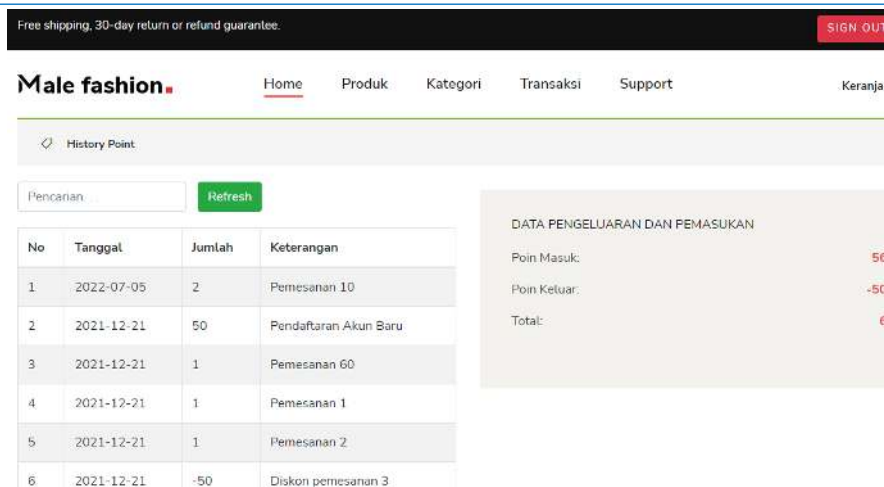
Figure 10. Points System Page

Customers can contact the store directly through the livechat feature provided in the application. This feature can be accessed by pressing the button on the bottom right of the website. This feature is shown in the figure 11 below.
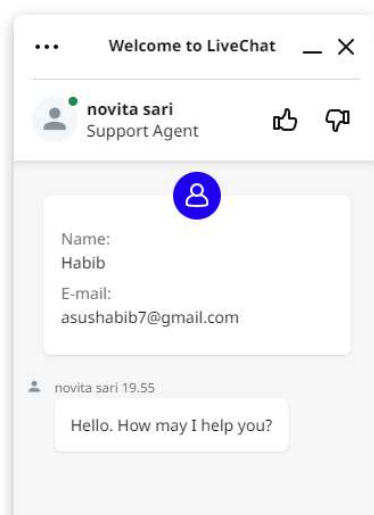

Figure 11. Direct Message Livechat

The main purpose of this stage is to ensure that the elements of the system are functioning as expected. If the system that has been made is still considered inadequate, then improvements must be made so that the system made is complete and accurate. The system that has been repaired will be retested until it is completely ready for use.

4. CONCLUSION

From the research and implementation that has been done, it can be concluded that with the CRM method at the Yusni Clothing Store, customers find it easier to find product information and place orders directly without having to come directly to the store. In applying the CRM method to the Yusni Clothing Store marketing system, namely by implementing several features such as price discounts, sending direct messages, viewing comments from customers who have ordered products and points system.

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