WEBSITE-BASED E-COMMERCE APPLICATION DESIGN USING CUSTOMER RELATIONSHIP MANAGEMENT (CRM) METHODS
(Case Study: Griya Mlati Batik)

TEGUH WIDODO

Informatics Study Program, Faculty of Science & Technology
University of Technology Yogyakarta
Jl. Ringroad Utara Jombor Sleman Yogyakarta
E-mail: teguhw191@gmail.com

ABSTRACT

Griya Mlati Batik is a business that operates in the field of selling various kinds of batik products. Currently, sales promotions for Griya Mlati Batik products are carried out manually and do not use an online sales system. Customers must come to see the product and make a purchase. Sales data is recorded in sales notes and summarized to create sales reports. The sales system used at Griya Mlati Batik needs to be improved so that it can compete with other similar competitors and can provide good and satisfying service to each customer. Therefore, we need a system that supports the marketing and sales process of a product to customers using a web-based Customer Relationship Management (CRM) method. The results of this research can help Griya Mlati Batik in promoting products, maintaining good relationships with customers by providing discounts and vouchers, getting new customers, increasing customer loyalty, providing services, and making it easier for customers to access the products offered. Apart from that, it will make it easier for Griya Mlati Batik to sell products that suit the needs and desires of its customers.

Keywords*: E-Commerce, CRM, Web*