

**IMPLEMENTATION OF A WEB-BASED CUSTOMER  
RELATIONSHIP MANAGEMENT (CRM) INFORMATION  
SYSTEM TO IMPROVE CUSTOMER SERVICE**

*(Case Study: Forester Jakal)*

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**ABSTRACT**

*This research focuses on the implementation of a web-based Customer Relationship Management (CRM) Information System to improve customer service at Forester Jakal, a climbing product shop with the Consina and Forester brands. This implementation aims to overcome the main problems which include sub-optimal customer data management, the absence of a loyalty program, and the lack of a forum for customer feedback. Pre-designed system. The research was designed using several stages such as identifying problems, collecting data, analyzing the system, designing the system using DFD, with testing using the Black Box Testing method resulting in a success percentage of 86%. In conclusion, the implementation of a web-based customer relationship management (CRM) information system significantly improves customer service at Forester Jakal.*

**Keywords:** *Customer Relationship Management (CRM), Information Systems, Web Implementation, Forester Jakal, Loyalty Program, Customer Data Management, Customer Feedback, Black Box Testing, Customer Service.*