ANDROID-BASED E-MARKETING FOR OPTIMIZING FLOWER BOUQUET CUSTOMER SERVICE

(Case Study: Bu Ninik's Flower Shop)

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ABSTRACT

The primary challenge faced is the lack of a systematic approach to marketing flower bouquet sales. The company relies on brochures, print media, and advertisements as its main promotional tools, leading to high marketing costs and suboptimal customer service performance. To address this issue, this study aims to enhance customer service in the flower bouquet industry by developing an Android-based sales application. The development process follows the waterfall methodology, which includes needs analysis, system design, implementation, testing, and maintenance. This application enables customers to easily order flower bouquets through features such as product catalogs and the ability to select and customize bouquet designs. The application was evaluated through trials conducted with customers and flower bouquet business owners, demonstrating increased efficiency, customer satisfaction, and sales. The practical implications of this study suggest that utilizing Android-based sales applications can serve as an effective strategy for improving customer service and enhancing the performance of flower bouquet businesses.

Keywords*: E-Marketing, Optimization, Android, Kotlin, Sales, Service*