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**RANCANG BANGUN SISTEM RESERVASI PELAYANAN SALON DAN SPA DENGAN PENDEKATAN *ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT***

# ABSTRAK

Penerapan teknologi informasi pada pelayanan reservasi dibidang jasa dengan konsep E-CRM merupakan metode untuk mempertahankan minat pelanggan dalam menunjang kebutuhan pelayanan. Dengan konsep E-CRM, perangkat lunak yang dibangun dapat memberikan layanan kepada pelanggandengan maksimal dan dapat memberikan rasa kepuasan dan kenyamanan. Untuk itu penulis ingin membangun suatu Sistem Pelayanan Reservasi Salon & SPA dengan Pendekatan *Electronic Costumer Relationship Management* (E-CRM) yang mampu mengolah data reservasi. Salon dan SPA merupakan salah satu usaha pelayanan dibidang jasa yang melayani berbagai macam layanan perawatan. Sebagian besar para pengusaha pada bidang jasa ini melayani pelanggan dengan cara yang manual yang membutuhkan beberapa waktu untuk proses reservasi tersebut. Maka dari itu para pengusaha dibidang jasa ini perlu meningkatkan pelayanan pelanggan*,* salah satunya dengan menerapkan *Electronic Costumer Relationship Management* (*E-CRM*). Sistem Pelayanan Reservasi Salon & SPA dengan Pendekatan *Electronic Costumer Relationship Management* (E-CRM) yang mampu mengolah data pelanggan, data reservasi, data kategori perawatan, data layanan perawatan, data reservasi, data penilaian layanan perawatan dan pembuatan laporan kepuasan pelanggan berdasarkan dari seluruh penilaian pelanggan terhadap layanan perawatan, serta dapat melakukan proses reservasi secara online melalui web.

Kata Kunci: E-CRM, *electronic costumer relationship management*, rancang bangun, sistem pelayanan, reservasi, web

# ABSTRACT

The application of information technology to service reservations in the field of services with the concept of E-CRM is a method to maintain customer interest in supporting service needs. By using the concept of E-CRM, the software that is built can provide services to customers with the maximum and can provide a sense of satisfaction and comfort. For this reason the author wants to build a Salon & SPA Reservation Service System with an Electronic Customer Relationship Management (E-CRM) approach that is able to process reservation data. Salon and SPA are one of the service businesses in the service sector that serve various types of care services. Most entrepreneurs in this service sector serve customers in a manual way that requires several times for the reservation process. Therefore, entrepreneurs in this service sector need to improve customer service, one of them is by implementing Electronic Customer Relationship Management (E-CRM). Salon & SPA Reservation Service System with Electronic Customer Relationship Management (E-CRM) approach that is able to process customer data, reservation data, maintenance category data, maintenance service data, reservation data, maintenance service assessment data and customer satisfaction report based on all assessments customers for maintenance services, and can make the reservation process online through the web.

Keywords : E-CRM, *electronic costumer relationship management*, design system, service system, reservation, web