

**DESIGNING INFORMATION SYSTEM OF
ONLINE LETHER-BAG MARKETING USING CUSTOMER
RELATIONSHIP MANAGEMENT METHOD (CRM)
(STUDY CASE: Samiya Leather Bag)**

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ABSTRACT

As one of the leather bag products, Samiya develops the business by expanding its market targets to many cities and abroad. Therefore, a marketing strategy is needed through the website. In addition to selling products, the website is convenient for introducing the broader range of Samiya brand as a leather bag manufacturer. However, the company still uses a manual process to make the statement, so it takes time and is not detailed enough to manage it. Nowadays, Samiya does not have a specific strategy or activity to handle the marketing. Product marketing still performs in a conventional way which spreads entirely through word of mouth. With a lack of marketing effectiveness, it causes customers to be short of the latest information from Samiya. The website that operates customer relationship management methods (CRM) can make the statement faster, neater, and more detailed. Moreover, customers can search for product information with one click and provide their opinion on the Samiya products.

Keywords: *Information Systems, marketing, website, Customer Relationship Management.*