IMPLEMENTATION OF CUSTOMER RELATIONSHIP MANAGEMENT IN E-COMMERCE
(Case Study: Lechy Boutique Kebumen)

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ABSTRACT

The development of e-commerce technology is a sales process that is carried out online which can make sales easier without having to come to the store directly. Lechy Boutique store is a store that is engaged in the sale of women's clothing products. In carrying out its business processes, conventional mechanisms are still used, customers must come directly to the outlet to view and find information on products being sold including product details, discounts and vouchers. When customers have to come to the outlet, of course, this is not effective. The e-commerce sales system that will be applied to the Lechy Boutique store will make it easier for shop owners to make transactions and also make it easier for consumers at the purchase stage without having to go to the shop. The customer service process still uses telephone media via whatsapp or comes directly to convey criticism and suggestions. Customer Relationship Management is a business strategy designed to support the business run at Lechy Boutique. The existence of customers is not only a source of outlet income, but also as a long-term asset that needs to be maintained to optimize profits, revenues, and customer satisfaction. The programming language used is HTML, PHP and MySQL as the database. With this application, customers can easily access information about products sold, discount promos, shopping vouchers and make it easier for consumers and Lechy Boutique parties to create a relationship between the company and customers through the chat and comment process so that customer loyalty can be maintained and not easy to break. move to another place.

Keywords: E-commerce, Customer Relationship Management, Web