

Intisari

Penelitian ini bertujuan untuk menganalisis dan merancang siklus pendapatan berdasarkan *Customer Relationship Management* pada UD “Mitra Baru” yang berlokasi di Mataram. Penelitian ini menggunakan pendekatan kualitatif dengan objek UD “Mitra Baru”. UD “Mitra Baru” merupakan badan usaha yang bergerak di bidang distribusi atau sebagai distributor. Adapun produk yang didistribusikan antara lain biscuit, air minum, maupun minuman sachet. Peran utama aktivitas distributor sebagian besar didukung dengan peran utama sales, manajer, dan administrasi.

Analisis didasarkan pada penerapan *Customer Relationship Management*, maupun ukuran loyalitas pelanggan pada UD “Mitra Baru”, sehingga menemukan berbagai masalah terkait siklus pendapatan. Permasalahan juga diketahui melalui wawancara. Permasalahan didukung dengan berbagai kebijakan yang diterapkan, antara lain: sanksi berupa teguran, komunikasi via *handphone*, proses monitoring, dan pencatatan pada *Customer Record Card*. Permasalahan yang ada diantaranya: permasalahan *database*, penawaran produk, keluhan pelanggan, belum adanya sarana *online*, *area mapping*, kurangnya komunikasi dengan outlet, maupun loyalitas pelanggan.

Hasil penelitian pada UD “Mitra Baru” yaitu dalam bentuk rekomendasi yang dapat dijadikan rancangan sistem agar loyalitas meningkat. Rekomendasi yang diberikan antara lain: Kartu keanggotaan, Pihak *Customer Service*, *Website* atau *sistem online*, penambahan *database*, dan peningkatan *Control*. Berbagai rekomendasi tersebut sesuai untuk perkembangan usaha UD “Mitra Baru”. Hal ini menunjukkan bahwa suatu *Customer Relationship Management* sangat penting untuk meningkatkan loyalitas pelanggan. Tujuan utama oleh pihak internal ingin keberlangsungan usaha dari sisi pendapatan terus berkembang terutama melalui hubungan pelanggan.

Kata kunci: siklus pendapatan, *Customer Relationship Management*, Loyalitas Pelanggan.

ABSTRACT

This study aims to analyze and design Revenue cycle based on Customer Relationship Management at UD "Mitra Baru" located in Mataram. This research uses qualitative approach with UD "Mitra Baru". UD "Mitra Baru" is a business entity engaged in the distribution or as a distributor. The products distributed include biscuits, drinking water, and sachets. The main role of distributor activity is largely supported by the leading role of sales, manager, and administration.

The analysis is based on the application of Customer Relationship Management, as well as the size of customer loyalty to UD "Mitra Baru", thus finding various issues related to earnings cycle. Problems are also known through interviews. Problems are supported by various policies that are implemented, among others: sanctions in the form of reprimands, communication via mobile phone, monitoring process, and recording on Customer Record Card. Problems include: database problems, product offerings, customer complaints, lack of online tools, mapping areas, lack of communication with outlets, and customer loyalty.

The results of research on UD "Mitra Baru" is in the form of recommendations that can be used as a system design for increased loyalty. Recommendations include: Membership card, Customer Service, Website or online system, database addition, and improvement of Control. These recommendations are appropriate for the development of UD "Mitra Baru" business. This shows that a Customer Relationship Management is very important to improve customer loyalty. The main objective of the internal party is to sustain the business in terms of income continues to grow primarily through customer relations.

Key Word: Revenue Cycle, Customer Relationship Management, Customer Loyalty