

DEVELOPMENT OF THE ARSY BOUTIQUE INFORMATION SYSTEM WITH OPERATIONAL CUSTOMER RELATIONSHIP MANAGEMENT

Muhammad Akbar Ananda Padrawana

Informatics Engineering

Contributor:

Ir. Bambang Prijambodo, M.MT.

Ellysa Tjandra, S.T., M.MT.

ABSTRACT

The Arsy is a boutique located in the Ketintang area, Gayungan sub-district, Surabaya city. Clothing products traded in this boutique consist of various types including motifs, models, materials and so on. However, there are still clothing products that are not selling well because certain products have received less attention from customers and the impact of the pandemic has made it increasingly difficult for boutiques to sell their wares. Because of this impact, boutiques also experienced a decrease of up to 60%. The concept of Customer Relationship Management (CRM). CRM is a way for companies to improve relationships to maintain customer loyalty and commitment to keep using a company's products. So Operational CRM can be a way out for boutiques in dealing with problems experienced by boutiques.

Keywords: Customer Relationship Management, Information Systems, The Arsy Boutique

PEMBUATAN SISTEM INFORMASI BUTIK THE ARSY DENGAN OPERATIONAL CUSTOMER RELATIONSHIP MANAGEMENT

Muhammad Akbar Ananda Padrawana

Teknik Informatika

Pembimbing:

Ir. Bambang Prijambodo, M.MT.

Ellysa Tjandra, S.T., M.MT.

ABSTRAK

The Arsy merupakan sebuah butik yang berada pada daerah ketintang kecamatan Gayungan kota Surabaya. Produk pakaian diperdagangkan pada butik ini terdiri atas berbagai macam jenis meliputi motif, model, bahan dan lain sebagainya. Namun masih ada produk pakaian yang tidak laku terjual sebab ada produk tertentu kurang mendapatkan perhatian pelanggan serta adanya imbas dari dampak pandemi yang semakin mempersulit butik dalam menjajakan barang dagangannya. Karena dampak tersebut pula butik mengalami penurunan hingga angka 60%. Konsep Customer Relationship Management (CRM). CRM merupakan cara perusahaan dalam meningkatkan hubungan untuk memelihara kesetiaan serta komitmen pelanggan agar tetap menggunakan produk suatu perusahaan. Sehingga Operational CRM dapat menjadi jalan keluar bagi butik dalam menghadapi permasalahan yang dialami butik.

Kata kunci : Customer Relationship Management, Sistem Informasi, Butik The Arsy