

## THE IMPLEMENTATION OF WEB-BASED E-CRM IN IMPROVING CUSTOMER SATISFACTION IN SMALL AND MEDIUM ENTERPRISES

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### *Abstrak*

To enhance the services provided to small- and medium-sized business customers. Specifically for traditional retail enterprises and small and medium firms, take advantage of information and communication technology improvements that have emerged quickly but have yet to be applied well in the lower middle-class sector. They still need help to use and gain access to modern technology. Another connected issue is the tendency of consumer numbers to vary and decline as a result of the expansion of contemporary retail firms with vast and robust networks. This study will develop an electronic customer relationship management (e-CRM) program that can be used to support business operations to boost sales, and that makes it simpler for small and medium-sized firms to provide services.

**Kata Kunci** — *usaha kecil menengah, e-CRM, e-Loyalty*

## I. INTRODUCTION

The growth of small and medium-sized businesses in Indonesia has intensified commercial competition. As a result, many of these businesses employ various techniques to retain their clients. Business owners are shifting their focus away from profit maximization and towards other potential considerations, such as the consumer's interests and degree of pleasure, which are starting to take precedence.

Businesses are considering developing the best strategy possible due to the growing rivalry in the business world. One method is establishing a close customer relationship by offering a quick and accurate service system (Bintang et al., 2016). Managing all facets of customer relationships is called customer relationship management (CRM).

Customer Relationship Management (CRM) is a business strategy that maximizes profitability, revenue, and customer satisfaction by organizing around customer segments,

encouraging behavior that satisfies customers, and implementing customer-centric processes (Buttle, 2008).

According to Kotler and Armstrong (Bintang et al., 2016), CRM is the entire process of building and maintaining profitable customer relationships by delivering customer value and satisfaction. According to Robinette in Febriningtyas (2013:20), four factors influence CRM, namely mutual benefit, commitment, communication, and service quality (Setyaleksana et al., 2017).

According to Kalakota and Robinson (Purwanto et al., 2018), CRM consists of the following phases: 1) Obtaining new consumers (Acquire): Good service, creative innovation, and ease of obtaining information are activities to attract consumers, 2) Increase the number of consumers (Enhance): Providing satisfactory service in the form of a fast response and responding to and resolving complaints well is expected to increase the number of consumers. 3) Maintain existing consumers (Retain): The needs of each consumer are different, so offering the right products according to consumer needs becomes more effective. In this phase, the company studies the behavior of consumers' needs for the products being offered. This activity aims to maintain existing consumers.

According to (2016), CRM activities consist of 3 types of activities, namely: 1) Operational: CRM operations are related to the business functions of a company, which include customer service, order management, invoicing/billing, sales management, and automation, 2) Analytical: Analytical CRM is an activity that includes storing, transferring, processing, interpreting, and reporting consumer or user data, which then analyzes what they need, 3) Collaboration: CRM collaboration is an activity that combines all necessary communication, coordination, and collaboration between vendors and customers.

According to Oliver (Mulyadi & Susanti, 2018), customer satisfaction is their response to fulfilling their needs. Measuring customer satisfaction in a business is undoubtedly very important. According to Tjiptono (Setyaleksana et al., 2017), there are six indicators of customer satisfaction, namely: 1) Overall customer satisfaction, 2) Dimensions of customer satisfaction, 3) Confirmation of expectations, 4) Intention to repurchase, 5) Willingness to recommend, 6) Customer dissatisfaction.

E-CRM is a CRM activity carried out online via electronic media. E-CRM uses websites (web browsers), the internet, and other electronic media in its implementation. E-CRM is a technique for companies carried out online to strengthen the relationship between the company and its consumers (Bintang et al., 2016).

## **II. RESEARCH METHODOLOGY**

This research was carried out in the form of making an application. The stages that will be carried out in this research are as follows:

1. Data analysis and collection.

This is the first step in determining system requirements analysis. This analysis is carried out to ensure that the system to be developed is in accordance with user needs. This analysis consists of an analysis of functional requirements and non-functional requirements. To support precise and accurate analysis, this analysis stage is preceded by data collection.

2. Design

At the system design stage, several system components are designed, including data design and interface design. This design is expected to make it easier for system makers to translate user needs into visual form. In making this design, user-friendly aspects were considered for ease of use, so that even users with novice technical skills can use this system properly and correctly.

3. Implementation

The design results at the design stage are then implemented through web-based technology. At this implementation stage, an open-source web framework will be used, which will be placed on a server. The final part of this implementation is installing the system on a web server and setting up several things for system security. In this step, the system will be installed on a server based on the Linux operating system with a separate server at a well-known and experienced ISP (Internet Service Provider) company.

#### 4. Evaluation and testing of the system

This is a step to ensure that the system that has been developed and installed is running well according to the determined needs analysis. This testing and evaluation will be carried out in two groups of activities. The first is internal testing by developers. Meanwhile, the second activity was open testing by several customers at small and medium enterprises in the city of Palembang.

### III. RESULTS AND DISCUSSION

In this research, an application was produced in the form of a web-based application in the form of the following services:

#### 1. Small and medium business input page

This is a page for registering small and medium businesses. Through this service, it is hoped that valid small and medium businesses will be given the opportunity to market their products through this system. This is intended to minimize public doubts and distrust regarding fraud or misuse of the name of small and medium businesses.

The screenshot shows a web form for business registration. The fields are as follows:

- Nama Perusahaan / Organisasi:** Toko pakaian Simpel Tees
- Deskripsi:** SIMPEL TEES berada di jalan Dwikora II Palembang, SIMPEL TEES berdiri sejak tahun 2017. SIMPEL TEES merupakan brand pakaian dengan spesialisasi kaos polos yang menyediakan berbagai varian, mempunyai kualitas pakaian yang sangat baik, harga terjangkau, pelayanan yang sangat baik, ramah dari sopan.
- No. Hp:** 0857-6911-4822
- Telepon:** 0857-6911-4822
- Email:** Simpeltees@gmail.com
- Fax:** 30151
- Alamat:** Jalan Dwikora II, Demang Lebar Daun, Iir Barat I, Kota Palembang, Sumatera Selatan
- Logo Baru:** No file selected

Figure 1. Small and medium business input page

#### 2. News/information input page

This is a service for entering news or information about product marketing, for example, information on special discounts, new product information, and so on.

3. Product input page

This is a service for recording products and goods produced by small and medium businesses. This page is given to small and medium business managers to enter data.

The screenshot shows a form for entering product data. The fields are as follows:

- Nama Perusahaan / Organisasi:** Toko pakaian Simple Tees
- Deskripsi:** SIMPEL TEES berada di jalan Dharma 1 Palembang. SIMPEL TEES berdiri sejak tahun 2017. SIMPEL TEES merupakan brand pakaian dengan spesialisasi basic polo yang menyediakan berbagai varian, mempunyai kualitas pakaian yang sangat baik, harga terjangkau, pelayanan yang sangat baik, ramah dan cepat.
- No. Hp:** 0857 6911 4922
- Telepon:** 0857 6911 4922
- Email:** Simpletees@gmail.com
- Fax:** 30151
- Alamat:** Jalan Dharma 1, Kecamatan Lela, Kota Palembang, Sumatera Selatan
- Logo Baru:** No file selected

Figure 2. Product input page

4. Product/item type input page

Is a service for entering and managing categories or types of products or items. This type of product is intended to group products or goods entered by small and medium business managers to make it easier to present data and search by buyers or customers.

5. Customer data input page

This is a service for entering data on buyers or customers who make product order transactions. This page can be accessed directly by visitors. This service is used to validate purchase transactions or product/goods orders.

6. Product search page

It is a service for visitors or potential customers to search for products or goods that suit their wishes. This is because in this system there will be various types of goods and variations among small and medium businesses, so the product data presented is a large amount of data. For this reason, a solution is needed to make it easier for buyers to find the right goods.



Figure 3. Product search page

#### 7. Product order page

This is a page for ordering products by buyers/customers. Buyer data, product data, and the quantity to be collected/purchased are required when ordering this product. The transaction results are then stored in the system to be processed through payment confirmation services and fill in the delivery status of goods/products.



Figure 4. product ordering

## IV. CONCLUSION

Based on the data processing results above, it can be concluded that several factors tested in this research have enabled a web-based application prototype to be built to implement e-CRM in small and medium businesses. E-CRM will likely influence buyer satisfaction using website-based applications in helping sales of small and medium enterprises.

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