ABSTRACT

DEVELOPMENT OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) WITH GEOGRAPHIC INFORMATION INTEGRATED IN BUSSINESS OF KOPI BUBUK KHAS LAMPUNG ON WEB-BASED

By

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Customer Relationship Management is an action in business strategy to get customer satisfaction with mutually beneficial solutions. Customer satisfaction is built to gain trust so that customers do not move towards competitors in the business. Something can be categorized as having customer relationship management if it has three criterias, namely operational, analytical, and collaborative. CRM Information System in Kopi Bubuk Khas Lampung has been developed by providing several features that have criteria as customer relationship management. The features are customer data management, direct ordering by customers, displaying the route to the customer, analyzing frequently ordered products, recording transactions during the production process, and sending SMS gateway notifications to customers.

Keywords: customer relationship management, satisfaction, criteria, bussiness, crm information system.

ABSTRAK

PENGEMBANGAN *CUSTOMER RELATIONSHIP MANAGEMENT (CRM)* DENGAN INTEGRASI INFORMASI GEOGRAFIS PADA BERBASIS WEB

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Customer Relationship Management adalah sebuah tindakan dalam strategi bisnis untuk mendapatkan kepuasan pelanggan dengan solusi saling menguntungkan. Kepuasan pelanggan dibangun untuk mendapatkan kepercayaan sehingga pelanggan tidak berpindah menuju ke pesaing dalam bisnis. Sesuatu dapat dikategorikan memiliki *customer relationship management* apabila memiliki 3 kriteria, yaitu *operational, analitical, dan collaborative*. Sistem Informasi CRM Kopi Bubuk khas Lampung telah dikembangkan dengan menyediakan beberapa fitur yang memiliki kriteria sebagai *customer relationship management*. Fitur fitur tersebut adalah pengelolaan data pelanggan, pemesanan secara langsung oleh pelanggan, menampilkan rute jalan menuju ke pelanggan, melakukan analisis terhadap produk yang sering dipesan, pencatatan transaksi selama proses produksi, dan mengirimkan notifikasi SMS *gateway* kepada pelanggan.

Kata Kunci: bisnis*, customer relationship management*, kepuasan, kriteria, sistem informasi CRM.