

Analysis Of The Implementation Of Web-Based Customer Relationship Management In Optimizing SME Services In Indonesia

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Abstract— Customer Relationship Management (CRM) is a fundamental and important business strategy for a company. Including one of them for Micro, Small and Medium Enterprises (SMEs) in Indonesia, which is increasingly active. The purpose of this study is to analyze the application of website-based CRM for SMEs in improving and helping service optimization. Optimization of this service discount sense that a company can not only optimize when a business process is going, but also how the service can continue to operate optimally after all transactions have been resolved. The study used a qualitative descriptive analysis that relied on sources from literature studies. Several scientific articles discussing the application of CRM in the Indonesian SME sector have been collected for analysis. It is used to discover usage facts, the modules used, and how SMEs can maximize services using the tools. Results from this study is there some CRM services are popular among SMEs and always to continue optimized functionality. This is supported CRM capabilities in facilitating the interaction between consumers and businesses when the business process occurs. All information, data, and services can be processed more easily and quickly with based websites. The existence of this web based CRM makes SMEs can improve the services provided which have an impact on customer satisfaction and loyalty efficiently.

Keywords— CRM, SMEs Service, Web-Based CRM, Analysis of CRM at SMEs

I. INTRODUCTION

The economy in Indonesia is currently being developed incessantly with the increasing number of Small and Medium Enterprises (SMEs) located in various regions in Indonesia. SMEs have an important role in absorbing a lot of employment, distribution of income, economic development and as one of the drivers in increasing exports [1]. Based on Law Number 20 of 2008, it is stated that SMEs have 3 criteria, namely Micro, Small and Medium Enterprises, which in these criteria have different sub criteria.

The Central Bureau of Statistics defines SMEs based on the quantity of labor. Small businesses are business entities that have a workforce of 5 to 19 people, while medium-sized enterprises are business entities that have a workforce of 20 to 99 people [1].

The development of the SME business in Indonesia is currently quite good but still requires new innovations. This fairly good development of SMEs is certainly inseparable from the role of increasingly sophisticated technology. These technological advances have been utilized quite well by SMEs to expand their business market networks. Although its use is still relatively simple, such as the use of social media to market the products offered, the benefits of technology that have been

used by SMEs in Indonesia can now be felt. One of the benefits is that the community has started to attract more and more SMEs. However, this is of course not optimal.

One aspect of the success of a company is understanding the characteristics and retaining existing customers [2]. Most SMEs in Indonesia currently use social media as a medium for providing services. They take full advantage of the function of social media in meeting their needs and communicating with their customers. Although some SMEs do not fully understand the CRM concept, they have actually implemented the CRM concept even though it is still in a simple sense.

CRM (Customer Relationship Management) is a medium that can assist in retaining customers. By implementing CRM, it will make customers feel more cared for and more understood [3]. CRM has a variety of services that are tailored to the needs of the company. This service is obtained from processing customer information that is owned by the company. Services in CRM include giving discounts, providing services, providing rewards, targeted promotions, and others. These services seem to have been implemented by several SMEs in Indonesia in an effort to maintain relationships with customers.

Seeing the complex service needs, an innovation is needed that is more than just the use of social media so that information can be processed better. It takes a database to accommodate and process existing customer data. So that a website-based CRM innovation emerged which was initiated by several SMEs in Indonesia in order to further maximize service to their customers. Therefore, customer loyalty to the company can also increase.

II. METHOD

To analyze the application of web-based CRM in optimizing SMEs in Indonesia, supporting data is definitely needed related to the theme that has been proposed. In this study, the authors used data collection techniques with literature study techniques. To analyze the data that has been obtained, the author uses qualitative analysis techniques. Qualitative analysis is an observation and assessment of a group of people by following the flow of events chronologically and in a causal manner within the scope of the minds of people who perform activities, whether expressed verbally or expressed in their attitudes or behavior [4]. In this study, the authors will analyze 4 journals related to the implementation of CRM in SMEs in Indonesia.

III. RESULT

CRM is a strategy used in learning more about the needs and characteristics of customers in order to develop a closer relationship between the company and its customers [5]. CRM

has 3 levels, namely strategic, operational, and analytical. At the strategic level, CRM is said to be a business strategy that puts consumers first in order to retain profitable customers. In contrast to the strategic level, the operational level focuses more on automation in running business processes, both in terms of sales, service, or marketing. For the analytical level, CRM focuses more on extracting activities related to customer data to be processed in order to obtain useful information for the company's strategic and tactical objectives [6]. The three levels have the same goal, namely to increase customer loyalty.

To find out the results related to the application of web-based CRM in optimizing services for SMEs in Indonesia, the authors collect and use several scientific articles that discuss the use of CRM in SMEs in Indonesia which will then be analyzed to produce information.

Research conducted by Manurung and Nugraha with the title "Implementasi Customer Relationship Management di Usaha Mikro Kecil dan Menengah Bidang Otomotif", found that since it was calculated starting in 2016, the company has many regular customers who make routine transactions every month, so this UKM decided to build a Web based CRM. From the application of this CRM, the company is able to classify customers who must be served differently and implement different services for loyal customers who carry out transactions regularly. Transaction data and customer data can also be stored properly on the system used. This makes it easier for companies to determine promotions that are right on target because of the ease in tracking customer data and transactions that have been carried out and SMEs are able to get responses to sales results in a more real-time manner [7].

Research conducted by Amatullah, et al with the title "Penerapan Strategi Customer Relationship Management (CRM) pada Sistem Informasi Pelayanan Pelanggan Studi Kasus: Rumah Kreatif Ogan Ilir Indralaya", it was found that these SMEs implemented CRM as a step to improve service quality to customers. online, namely through the website. The application of CRM in SMEs includes managing customer data, promotions, sales data, and managing customer service which is used to store customer feedback in order to create good relationships. Data that is stored and processed properly in the system allows companies to save time in providing targeted services. The resulting information also becomes more real-time [8].

Research conducted by Pramudiya, et al [9] with the title "Pengimplementasian CRM pada Pembangunan E-Commerce untuk Usaha Mikro Kecil Menengah (Studi Kasus: Dolanan Puzzle)", it was found that these SMEs implemented CRM as a step to expand their market network in promoting. The promotion that is done here is by grouping potential customers to be given recommendations related to products that are often purchased by their customers. Customer data processing and transactions are carried out in a web-based system, so that these SMEs are able to easily determine the right marketing strategy in making promotions for customers. The information submitted to customers is also more accurate and SMEs are able to get a more real-time response to sales results [9].

Research conducted by Sofyana and Putera with the title "Analisis Sistem Informasi CRM Untuk Meningkatkan Pelayanan dengan Pendekatan SDLC (Studi Kasus: UKM "SAKTI")", it was found that the SAKTI UKM had problems related to automation of customer data processing and production. So that with the implementation of website-based

CRM, SAKTI UKM is able to segment potential customers to be differentiated in providing services. The automation of data processing makes it easier for SAKTI UKM to track customer character, so that promotion becomes faster [10].

From the four studies above, the role of CRM after being implemented is in accordance with the three levels previously mentioned. Its main role is to optimize services with respect to its customers. These things do not only happen when the sale and purchase transaction is in progress, but also how the process after it ends. As was done in the above studies, business actors use CRM to categorize their customers so that customers who have high loyalty to the company always get more attention.

The key to processing CRM is processing customer data and transactions so that the company can determine future steps for customers. To process customer data that is counted a lot and tends to increase in a certain period of time, we definitely need a system that is able to store these data. Like the four research results above, using a web-based computerized system makes the data storage process more accurate and tidy, the process of searching for data or delivering information is faster, and the response to sales results is also more real-time.

In implementing CRM, it is necessary to pay attention to the modules that will be used to meet the needs of the company. These modules are tailored to what the company will need. The purpose of these modules is to simplify the processes in an ongoing business. Broadly speaking, the CRM module is divided into 3 parts, namely sales, direct marketing and fulfillment, and Customer Service and Support. However, in more detail, the modules are further divided into 7 modules. These modules include contact management, CRM analysis, reporting, performance management CRM modules, social media management, call centers, and mobile CRM systems.

Based on the 4 data analysis results from the above research, the CRM module that is often used by SMEs is the contact management module. Where in this section CRM helps SMEs in managing information related to customer data and their transactions. The goal is to make it easier to track transaction history that has been done. This information is very helpful in the sales process for the future. With the information stored in CRM, SMEs can segment customers to determine what kind of customers are more potential to be given more specialized services. By using this module, customers will feel that they are getting more attention from business actors, so that customer loyalty will increase.

IV. CONCLUSION

Based on the analysis that has been done, the following conclusions can be drawn

- a. Several SMEs in Indonesia have been able to implement CRM to improve service to customers.
- b. SMEs use a web-based computerized system for data storage so that data becomes more accurate and tidy, the process of searching for data or delivering information is faster, and the response to sales results is also more real-time.
- c. SMEs in Indonesia dominate using the contact management module in CRM implementation because this module is able to help SMEs in managing transaction data for the purpose of segmenting customers so that promotions are more targeted.

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