Application-Based CRM Relationship Implementation for Micro, Small and Medium Enterprises

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Abstract. This study aims to maintain good relations with consumers so that consumers do not turn to other competitors. The method used is the prototype method, which uses an approach to create a program quickly, gradually, making the information system better and easier. By using Customer Relationship Management (CRM) it can be useful for sales so that they can have good relations with consumers and so that consumers do not turn to others.

Keywords: CRM, Mobile Applications, SMEs

1. Introduction

CRM is a concept that emerged in 1990 as a customer relationship developer and supported by IT information technology as a software solution [1]. IT is used for long-standing or established marketing and has many benefits for research and marketing. The marketing design using the database method from the 1960s to the present has grown rapidly [2]. CRM is a plan that allows companies to use personal account data and increase the bond to each customer by providing special facilities [3]. The plan of CRM is to advance the profitability, income, and pleasure of consumers [4]. Understanding consumer desires and providing additional facilities is a factor that determines the success of a company [5]. CRM, therefore, with the existence of channels and company data to learn about consumer desires and play a role, therefore this knowledge can be used for creation and marketing services [6]. Go through various processes to get to a CRM design and consumer habits. Aims to explore the connections that exist within consumers. With that, we analyse this CRM bonding observation project/consumer habit [7]. Based on data regarding the concepts and principles of consumer connection management, it can be concluded that consumers, workers, leaders, corporate culture, design and systems are the main factors that must be done in applying CRM [8].

2. Method
This observation uses application software. Here's the order below:

2.1 Data analysis and collection
At this stage is the first step in determining the needs of a system. What is done is to see whether the system developed is in accordance with what is expected or not. This analysis system has functional and non-functional requirements. This analysis stage is carried out by collecting data, as a support for the analysis.

2.2 Design
At this stage the system that is carried out includes several components, namely data design and interface design. These system components can make it easier for system makers to translate user needs to facilitate their use, so that even novice users can use this system well.

2.3 Implementation
The results of the design at the design stage, will be implemented using an open-source web framework on a server and android mobile technology. At the end, some system security issues are installed on the application server.

2.4 System Test Evaluation
This step is to ensure that the system developed and installed runs according to the expected analysis. Conducted into two groups of testing and evaluation sections, the first is internal testing by the developer. After that, the test was open by several MSME business executors.

3. Results and Discussion

3.1 Use-case Diagram
This sketch describes the function of consumers in the MSME information system.

Figure 1. Use-case diagram

3.2 User Interface System Design

aims for consumers to see the goods and buy the goods

3.2.1 User Interface for Student
This part 2 photo is logging in or registering for those who don't have an account. The login or registration display is the display before the consumer enters the main menu to view goods or buy goods.
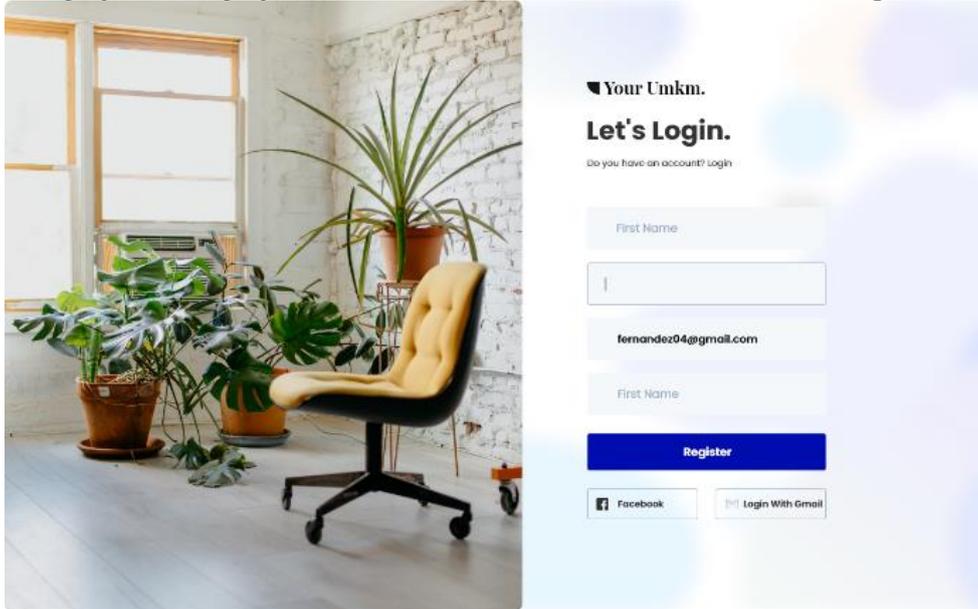

Figure 2. Login page

This page in figure 3 displays the items for sale and there are also features, namely: search, best seller items and categories
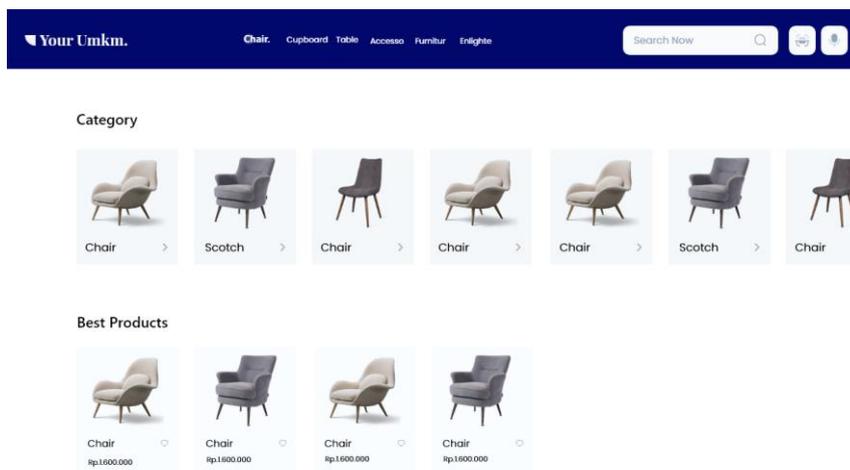

Figure 3. Main page

This page in figure 4 contains the items we want to see, for this page you can add these items directly to the cart, by clicking add to card
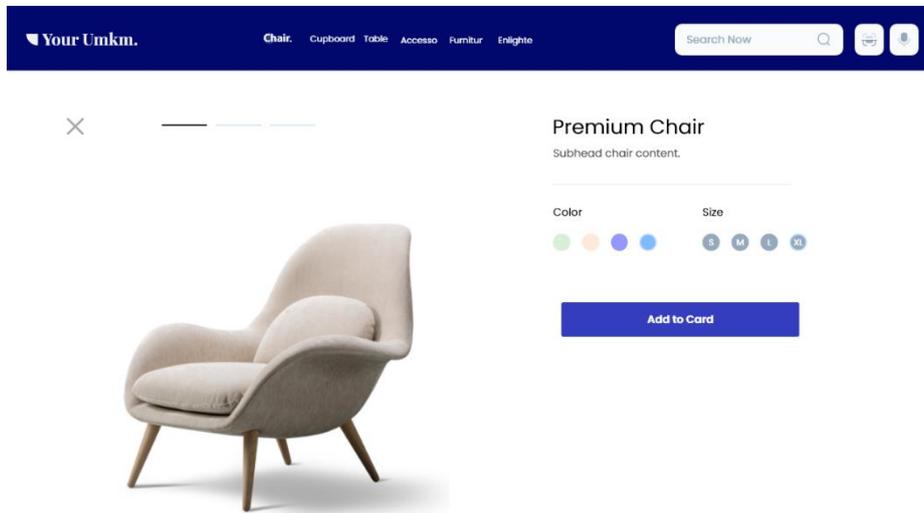

Figure 4. Item display page

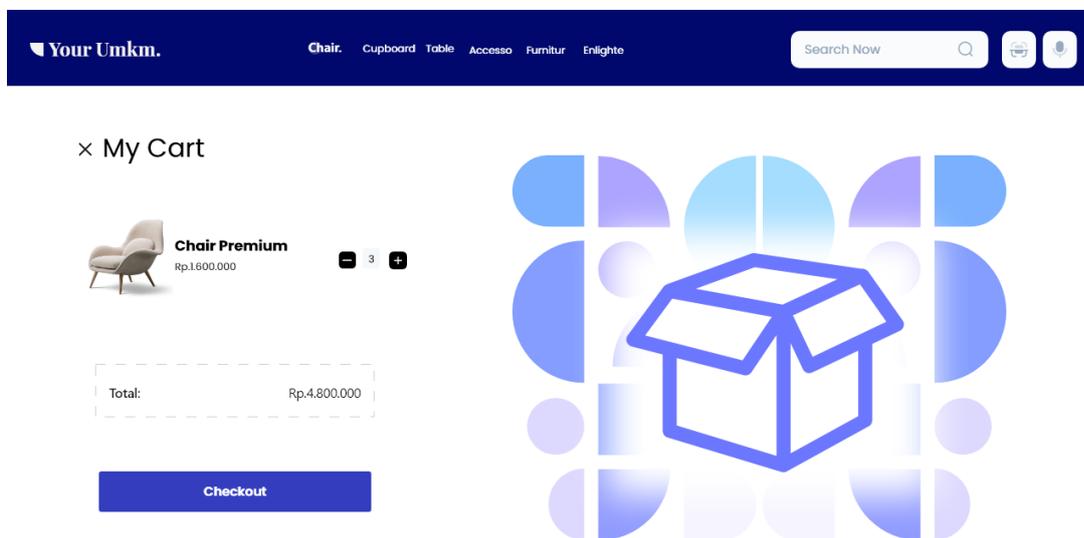This page in figure 5 can see the items that have been added to the cart and to buy them you can click checkout

Figure 5. Cart Page

4. Conclusion

From what has been said above, our group can conclude by using the Customer Relationship Management (CRM) system of this application information for any service with consumers to

be closer so that consumers do not want to switch to other stores, for promotion or delivery of promo items or items that are sold out. After that, the customer will send an email so that the customer can find out what promos and new items are available so that there can be interaction between the consumer and the Small and Medium Enterprises (MSMEs). By using this application information system, everything becomes integrated with the marketing information system.

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