

ABSTRACT

DESIGN OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) TO IMPROVE CUSTOMER SERVICES IN JEPARA TEAK CARVING H. RACHMAT FURNITURE

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Jepara carving furniture H. Rachmat is a business engaged in the sale of furniture in Bandar Lampung. The problems in Jepara Teak Carving H. Rachmat Furniture do not implement a Customer Relationship Management (CRM) system to find customer satisfaction. New customers and old customers have the same consideration after purchasing a product that makes this business obstructed run in marketing. The purpose of this study was to design a system to maintain good relations with customers and to improve relationships with customers. The system development method used the waterfall method as for the stages contained in the method namely Planning, Analysis, Design, and Implementation. In the designed system, it used Data Flow Diagrams, Data Flow Diagrams, input and output designs, database designs, data dictionary designs, coding with sblime text tools as code writing editors, and using MYSQL databases with Xampp Tools. The result of this study found that the system was made to make it easier for the furniture in making future decisions by knowing customer satisfaction.

Keywords: Customer Relationship Management (CRM), Carved Teak Furniture, DFD, Customer Satisfaction