

## ABSTRACT

### SALES APPLICATIONS ON ROBER STORES BASED ON WEBSITES USING SPIRAL METHODS AND CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

by

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Information technology has improved rapidly, this is indicated by the increasing number of functions on these mobile devices. Nowadays more people want shopping easier and can be done anywhere, one of which is e-commerce which is currently widely used by people to make online shopping easier. Toko Rober's website is made for customers to buy online using the spiral method and customer relationship management.

**Key words** : website, e-commerce, customer relationship management, mobile