CUSTOMER RELATIONSHIP MANAGEMENT AT UD ANGKASA JAYA

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Over the last decade, the growth of technology has increased very dramatically. The existence of technology in implementing the information system has made business compete more and more. More than selling products, shop are now competing to gain customer satisfaction. Thus, they always try to maintain better relationship with their customers.

Customers could order products which are available in this shop through this website. For any broken products, they could send the claim information through the website too. News could be viewed while the customers are viewing the website. This is done in order to maintain a better relationship between UD Angkasa Jaya and its customers. Hence, this shop could expand its business as well.

Kata Kunci : Electronics, Angkasa Jaya

Introduction

Over the last decade, the growth of technology has increased very dramatically. The existence of technology in implementing the information system has made our lives easier. People can definitely get information faster than the previous era when the technology has not been innovated. Since the information system is applied, the information spread is very fast, even in seconds. Many businesses have applied the computerized system to enable the users manage the information needed easily. Compared to manual system, it is easier for the users to search and manage the data by using the computerized system. Internet, allows people to do a lot of businesses all over the world. Through the Internet, people can easily use the system that is created by people in the whole world. Communication to the people will be much easier through the Internet.

Nowadays, people can connect to Internet all day long using various kind of service anywhere, like broadband modem and Wi-Fi available in several spots. Many online marketplaces have existed for these recent decades. For instance, Amazon.com that provides online shopping for people around the world. People can browse the products specification and images directly. They can do transaction through the website, too.

Methods

In order to fulfill the requirement of information needed for this research, the approach that will be used to get the information is by conducting an interview. The author will interview the manager or owner of UD Angkasa Jaya to get the information about the system.

Based on the interview approach that has been done, the problems occurred are the system that leads inefficiency and ineffectiveness in managing the information needed. In here, expanding business consume a lot of cost. Using website is a more effective way and efficient in term of cost to expand the business. People can directly get the information about the products from home. They don't need to come to the shop. They can directly do buy the products after obtaining the order confirmation from the admin.
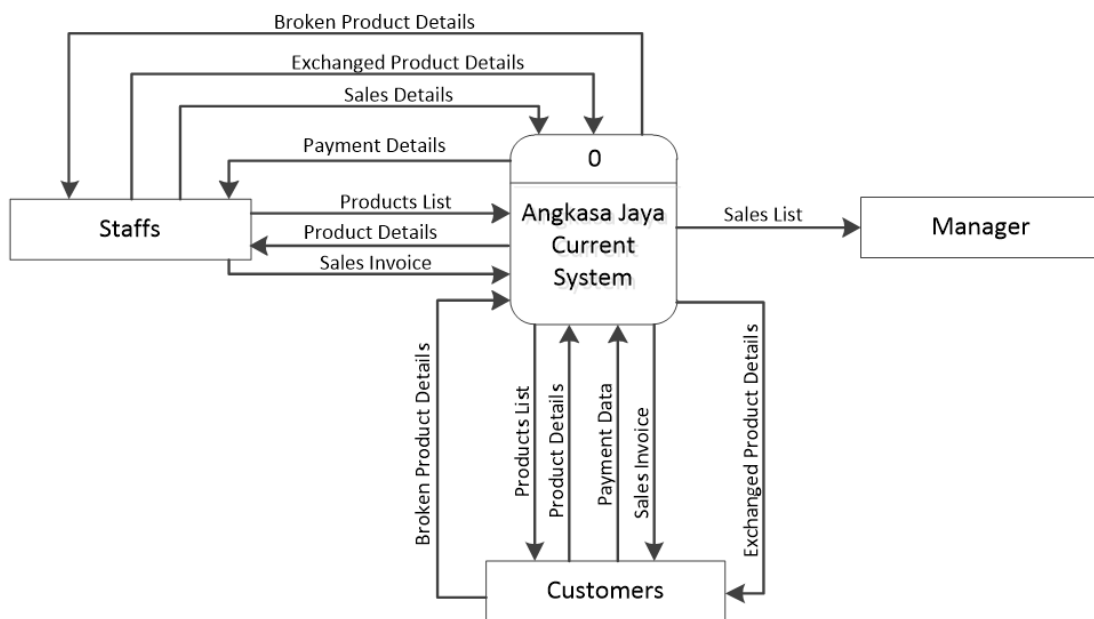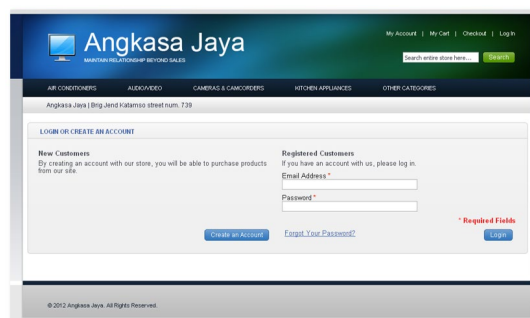

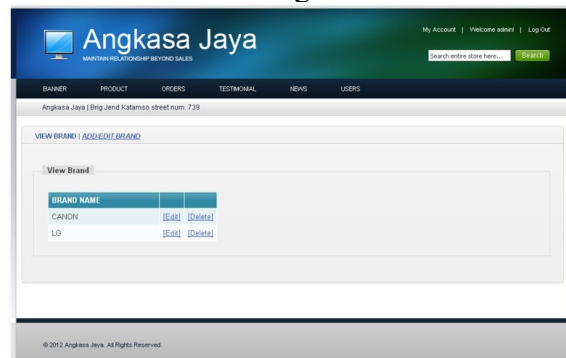Gambar. 1. DFD

Results & Conclusion

Results
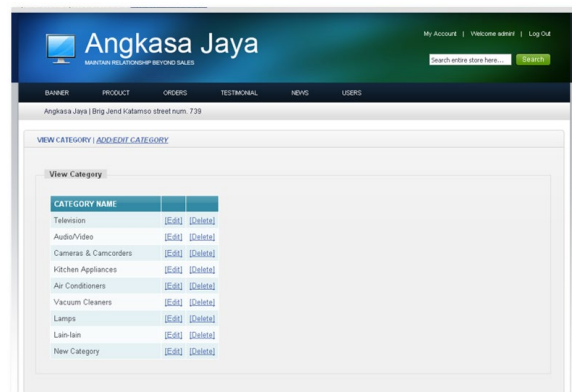The home page of this website is like the figure below.

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The product page of this website is like the figure below.

The review page of this website is like the figure below

Category list interface design

Discussion

This web based system could be accessed either by admin or staffs. Staffs could save transaction of purchase order done with supplier or even directly generate purchase transaction whenever the material is ready to be delivered in time.

Conclusion

By developing a website for UD Angkasa Jaya, it is expected to gain more customers. Through the website, customers could order specific products in which would be sent to the customers valued by shipping cost in different places. This would let this shop easier to do transaction with the customers without having to send the orders by themselves. In the other hand, the customer himself does not need to go the shop only for purchasing certain products from this shop.

Daftar Pustaka

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