

RANCANG BANGUN APLIKASI CUSTOMER RELATIONSHIP MANAGEMENT (CRM) BERBASIS WEBSITE MENGGUNAKAN METODE WATERFALL (STUDI KASUS : ENY KEBAYA)

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ABSTRAK

Dalam industri fashion, pengelolaan hubungan dengan pelanggan merupakan salah satu faktor penting dalam menjaga keberlangsungan bisnis, termasuk pada butik Eny Kebaya yang melayani berbagai jenis pesanan busana. Namun, butik Eny Kebaya masih menghadapi sejumlah kendala, seperti reservasi fitting, pencatatan data pelanggan, dan informasi mengenai status pesanan, produk maupun diskon masih dilakukan secara manual, serta belum adanya sistem yang memadai untuk menangani keluhan pelanggan. Masalah-masalah ini dapat berdampak pada loyalitas pelanggan dan efektivitas operasional. Penelitian ini bertujuan untuk merancang serta mengimplementasikan aplikasi Customer Relationship Management (CRM) berbasis *website* untuk membantu butik Eny Kebaya dalam mengelola interaksi pelanggan serta operasional butik secara lebih efisien. Metode pengembangan yang digunakan adalah waterfall, yang terdiri dari tahap analisis kebutuhan, perancangan, implementasi, pengujian, dan pemeliharaan. Aplikasi Customer Relationship Management (CRM) yang dibangun memuat fitur-fitur seperti reservasi fitting, konsultasi, reminder fitting, pencatatan hasil fitting, informasi diskon, produk, serta status pesanan, dan penyampaian feedback. Dengan penerapan aplikasi Customer Relationship Management (CRM) ini, diharapkan butik Eny Kebaya dapat mempertahankan loyalitas pelanggan, menarik pelanggan baru, serta lebih mudah dalam mengelola hubungan dengan pelanggan dan operasional butik.

Kata Kunci : Aplikasi CRM, Butik, waterfall, *website*

**DESIGN AND IMPLEMENTATION OF A WEB-BASED
CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SYSTEM
USING THE WATERFALL METHOD (CASE STUDY: ENY
KEBAYA)**

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ABSTRACT

In the fashion industry, managing customer relationships is a crucial factor in maintaining business continuity, including for Eny Kebaya, a boutique that handles various types of custom clothing orders. However, Eny Kebaya still faces several challenges, such as manual processes for fitting reservations, customer data recording, and providing information regarding order status, products, and promotions. Additionally, there is no adequate system in place to handle customer complaints. These issues can negatively impact customer loyalty and operational efficiency. This study aims to design and implement a web-based Customer Relationship Management (CRM) application to help Eny Kebaya manage customer interactions and boutique operations more efficiently. The development method used is the waterfall model, which consists of requirement analysis, design, implementation, testing, and maintenance phases. The developed CRM application includes features such as fitting reservations, consultations, fitting reminders, recording fitting results, information on promotions, products, order status, and feedback submission. With the implementation of this CRM application, Eny Kebaya is expected to retain customer loyalty, attract new customers, and manage customer relationships and boutique operations more effectively.

Keywords: CRM application, boutique, waterfall, website