

Perancangan Sistem Informasi CRM Berbasis Website Menggunakan Model IDIC pada Usaha Percetakan (Studi kasus: Dapur Printing)

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ABSTRAK

Perkembangan teknologi informasi mendorong perusahaan untuk meningkatkan kualitas pelayanan dan pengelolaan hubungan pelanggan secara lebih efektif. Dapur Printing sebagai usaha percetakan menghadapi permasalahan dalam pengelolaan data pelanggan yang belum terstruktur serta belum adanya strategi pengelolaan hubungan dengan pelanggan yang efektif dan terarah. Penelitian ini bertujuan untuk merancang sistem informasi *Customer Relationship Management* (CRM) berbasis website menggunakan model IDIC (*Identify, Differentiate, Interact, Customize*) pada Dapur Printing. Metode pengembangan sistem yang digunakan adalah metode *prototype* dengan pengumpulan data melalui observasi, wawancara, dan studi pustaka. Sistem dikembangkan menggunakan teknologi berbasis web dengan fitur utama meliputi pengelolaan pelanggan, produk, transaksi pemesanan, voucher, komplain pelanggan, dashboard analisis transaksi. Implementasi model IDIC dilakukan melalui identifikasi pelanggan berdasarkan data pribadi dan transaksi pelanggan, segmentasi pelanggan berdasarkan nilainya dengan menggunakan metode RFM (*Recency, Frequency, Monetary*) dan berdasarkan kebutuhan dengan menggunakan data riwayat transaksi pelanggan, interaksi melalui layanan pengajuan dan penanganan keluhan pelanggan, serta penyesuaian layanan melalui voucher dan tampilan produk yang dipersonalisasi. Hasil penelitian menunjukkan bahwa sistem yang dirancang mampu mendukung perusahaan dalam mengelola hubungan pelanggan secara lebih terstruktur, terarah, dan personal. Berdasarkan hasil pengujian menggunakan metode *blackbox testing*, seluruh fitur utama sistem dapat berjalan sesuai dengan kebutuhan fungsional yang telah dirancang.

Kata Kunci: Sistem Informasi, CRM, Model IDIC, Percetakan, Website, Prototype.

Design of a Web-Based CRM Information System Using the IDIC Model in a Printing Business (Case Study: Dapur Printing)

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ABSTRACT

The rapid advancement of information technology has encouraged companies to improve service quality and manage customer relationships more effectively. Dapur Printing, as a printing business, faces challenges in managing customer data that is not yet well-structured and lacks an effective and targeted customer relationship management strategy. This study aims to design a web-based Customer Relationship Management (CRM) information system using the IDIC (Identify, Differentiate, Interact, Customize) model for Dapur Printing. The system was developed using the prototype development method, while data collection was conducted through observation, interviews, and literature studies. The proposed system was developed using web-based technologies and provides key features including customer management, product management, order transactions, voucher management, customer complaint handling, and transaction analysis dashboards. The implementation of the IDIC model was carried out by identifying customers based on their personal and transaction data, differentiating customers according to their value using the RFM (Recency, Frequency, Monetary) method and their needs based on transaction history data, facilitating interaction through customer complaint submission and handling services, and customizing services through personalized vouchers and product displays. The results of this study indicate that the developed system is capable of supporting the company in managing customer relationships in a more structured, targeted, and personalized manner. Furthermore, based on the results of Black Box Testing, all major system functionalities operated successfully in accordance with the predefined functional requirements.

Keywords: Information System, CRM, IDIC Model, Printing Business, Website, Prototype.