

RANCANG BANGUN SISTEM INFORMASI CUSTOMER RELATIONSHIP MANAGEMENT (CRM) BERBASIS WEBSITE PADA KADE PIE SUSU LEMBANG

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ABSTRAK

Perkembangan teknologi informasi mendorong UMKM untuk mengadopsi sistem digital guna meningkatkan efisiensi operasional dan daya saing bisnis. Kade Pie Susu Lembang, UMKM kuliner yang melayani segmen Retail dan mitra grosir, menghadapi kendala akibat pengelolaan manual seperti pencatatan pesanan via WhatsApp, tidak adanya dokumentasi riwayat Retail, serta sulitnya pemantauan transaksi secara terpusat, sehingga strategi CRM belum berjalan optimal. Penelitian ini bertujuan merancang dan membangun Sistem Informasi CRM berbasis website pada Kade Pie Susu Lembang menggunakan metode Rapid Application Development (RAD) dengan empat tahapan, yaitu Requirements Planning, User Design, Construction, dan Cutover, yang dibangun menggunakan HTML, CSS, JavaScript, dan PHP dengan framework Laravel serta MySQL sebagai basis data. Sistem yang dihasilkan mengintegrasikan fitur manajemen data Retail dan mitra, pemesanan produk daring, pencatatan riwayat transaksi otomatis, pengelolaan promosi berupa diskon dan voucher, laporan sisa stok mitra, umpan balik Retail, serta dashboard analitik CRM, dengan pengujian melalui Black Box Testing pada 35 skenario yang seluruhnya dinyatakan valid, sehingga menunjukkan bahwa sistem ini mampu mengintegrasikan proses bisnis Kade Pie Susu Lembang secara digital, meningkatkan efisiensi operasional, serta mendukung pengelolaan hubungan Retail dan mitra secara lebih terstruktur dan terpusat.

Kata Kunci: *Customer Relationship Management, Rapid Application Development, Website*, UMKM, Kade Pie Susu Lembang

DESIGN AND DEVELOPMENT OF A WEB-BASED CUSTOMER RELATIONSHIP MANAGEMENT (CRM) INFORMATION SYSTEM FOR KADE PIE SUSU LEMBANG

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ABSTRACT

The development of information technology has encouraged Micro, Small, and Medium Enterprises (MSMEs) to adopt digital systems to improve operational efficiency and business competitiveness. Kade Pie Susu Lembang, a culinary MSME serving both Retail and wholesale partner segments, faces challenges due to manual management practices such as recording orders through WhatsApp, the absence of Retail history documentation, and difficulty in centrally monitoring transactions, resulting in suboptimal implementation of Customer Relationship Management (CRM) strategies. This research aims to design and build a website-based CRM Information System for Kade Pie Susu Lembang using the Rapid Application Development (RAD) method, which consists of four stages: Requirements Planning, User Design, Construction, and Cutover, built using HTML, CSS, JavaScript, and PHP with the Laravel framework and MySQL as the database management system. The resulting system integrates features for Retail and partner data management, online product ordering, automatic transaction history recording, promotion management in the form of discounts and vouchers, partner stock reports, Retail feedback, and a CRM analytics dashboard, tested through Black Box Testing across 35 test scenarios, all of which were declared valid, demonstrating that the system is able to digitally integrate Kade Pie Susu Lembang's business processes, improve operational efficiency, and support more structured and centralized management of Retail and partner relationships.

Keywords: Customer Relationship Management, Rapid Application Development, Website, MSME, Kade Pie Susu Lembang