ABSTRACT

CUSTOMER RELATIONSHIP MANAGEMENT

IN PT SENTUL GOLF UTAMA

WEB BASED

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The best and biggest company is always build a strong relationship to their customers, and one of way is applying customer relationship management concept in their business strategic. Customer is a valuable asset for each company. Because of that, the company trying to maintain customer's loyalty because it can impact on sustainable of purchase or use of them to a product or services in a certain company. This advantages makes the company to design and build some strategy that can creating a customer loyalty, through on a product or a services that offered. But now the company still less familiar to their customer in detail.

Palm Hill Golf is developed in 1994, design by PT. Taise Jepang and finished in 1996, the location of Palm Hill Golf very strategic within 2 km from Jagorawi's toll road. On January 2011 the ownership of Palm Hill is moved from PT. Taise Jepang to PT. Sentul Golf Utama (SGU).

PT. SGU needs an information system that can handle a relations between the company and member, to apply customer relationship management's concept that can be implemented and be used by PT SGU's employees.

Application CRM's concept on business activity in the company are to be expected to increase number of customers in transaction by apllying a CRM concept on information system that built in.

Keyword : CRM, information system, concept.