ABSTRACT

APPLICATION OF THE CONCEPT OF CUSTOMER RELATIONSHIP MANAGEMENT TOUR AND TRAVEL SERVICES WEB BASED IN PT MUARATOUR BANDUNG

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PT Muaratour *is a company engaged in the service Tour & Travel is one of its functions is to support tourism and provide facilities for the community in getting the tour and travel services. In the marketing activities of tour and travel services. In the process of booking the package tour and travel companies still use fax and conventional means of word of mouth. Overall the data ordering and customer data is recorded into MS Excel. The problems that often arise based on interviews with employees of* PT Muaratour *is the time and space constraints that often occur, giving rise to difficulties in marketing their services and the process of conveying information package tour and travel services to customers as well as ordering and customer data are under-utilized as a form of relationship between companies and customers.*

To solve these problems made the most effective solution is the concept of information systems menererapakan customer relationship management (CRM) *web-based. In this application development using waterfall method. For the data flow method using a DFD (Data Flow Diagram), for data modeling using ERD (Entity Relationship Diagram) to illustrate data model. Concept used is the Customer Relationship Management (CRM) to foster relationships between the customer firms.*

With the construction of web-based information system that implements the concept of CRM is aimed at building the personal service to customers and facilitate the process pemesananan so that information about the service and sales delivered by both the company and customers.

Keywords: Information Systems, Customer Relationship Management, Tour and Travel