MARKET ANALYSIS FOR DETERMINATION OF MARKETING AND DETERMINATION OF NEW PRODUCTS IN SARI KEDELAI SUBNG USING CRM APPROACH

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ABSTRACT

Sari kedelai is a company engaged in the manufacture of food ie tofu-making industry**.** The owner sari soybean want to expand the market by getting new customers in the marketing based on region that has not have a customer .Based on interviews with Mr. Ade as sales division and based on the questionnaire was done with 25 respondents said that customers need other products estimated from soybean. Customer relationship management chosen that the relations with a regular customer interwoven with well. Framework used in the construction of this system is dynamic crm .Process of analysis market share use segmenting targeting and positioning with the aim of helping the proprietors in determining areas marketing while for analysis the determination of new products uses the method the questionnaire based on to customer satisfaction aimed at to assist the Sari Kedelai in determining making new product.

CRM applications are built be used for expand the marketing area based on an analysis of market share, so the result could be a recommendation of the owner company in determining the marketing area and the determination of new products based on customer satisfaction with the company's goals can make products according to customer wishes. Based on the results of testing done of black box testing and UAT, Customer Relationship Management Information System in sari kedelai already meet the intent and purpose of the research conducted.

Keyword : Sari Kedelai, CRM, market share, product determination, customer satisfaction

1. INTRODUCTION

Sari Kedelai is a company engaged in the manufacture of food ie tofu-making industry. Soybean Sari company which is located in the Kp. Bolang Desa Cibuluh Tanjungsiang District of Subang Regency have a goal that tofu can be a meal at an affordable price but has a high nutritional content. The Company of Sari Kedelai have levels of customers began from restaurants, merchants until the final consumer. Some districts have become the marketing area for Sari kedelai among districts tanjungsiang, Cisalak, kasomalang, and Jalancagak.

Based on the interview with Mr. Dedi Nuryadi which is the owner of the company of Sari kedelai. Approach with potential customers when this conducted by employees who trade in the market as merchant or around. This approach aims to gain new customers and define new markets. Based on transaction data period in June 2016 and July 2016 there were some areas that have become marketing location by Sari kedelai as tanjungsiang districts, Cisalak, kasomalang and Jalancagak. Based on customer data attachment, tanjungsiang have the sheer number of customers as many as 21 customers, 16 customers Cisalak, kasomalang 9 customers, and Jalancagak as much as 7 customer while in other districts yet. The process of getting the customers are buyers often shop in Sari kedelai so that the sales request data or buyer gives the data with the aim of helping in the process of purchasing, ordering, and complaints or suggestions. The owner Sari kedelai want to expand the market by gaining new customers in the marketing area based on areas that do not have a customer.

The main product of the Sari kedelai is tofu. Tofu is still the production only in Sari kedelai. The company wants to make other similar products with the goal of building company of to be more advanced in the future. The company wanted to create a product with some indicators start, kind of processed product, the size, shape, packaging, and price of the raw material of soy products. Type of processing is divided on a number of ways such as fermentation, direct processing of soybeans, and the development of tofu. The company has yet to understand the customer's desire to create a new product for the company Sari kedelai just rely on the idea of the company of for the manufacture of new products. Based on interviews with Mr. ade as part of the sales and based on questionnaires conducted of 25 respondents that customers need other products processed from soybeans.

Based on the description above methods are needed to assist company of in defining new products and acquire new customers. The authors are keen to discuss the thesis with the title "Market Share

Analysis for Determination Determination of Regional Marketing and New Products Based on Customer Satisfaction In Sari Kedelai Subang Using Aprroch Customer Relationship Management (CRM)".

1.1 CRM

Customer Relationship Management (CRM) has been introduced as an company of-scale information systems, in line with the introduction of ERP and SCM. CRM is not just a software, rather it is a business strategy that integrates business processes in direct contact with customers (marketing, sales, and service) with the business people, business processes and supporting technology to gain customer retention [2].

The other says that CRM is also a strategy to acquire, consolidate, analyze data, to then be used to interact with customers. Thus creating a comprehensive view of the customer and a better relationship with the customer. Or it can be said that CRM is also a business strategy to select and manage relationships with customers that value in company can be optimal and long-term. CRM requires a business philosophy that is built based on customer-centric and culture to support the marketing, sales, and service effective with the help of information technology as a support if necessary. Briefly CRM is a business strategy where philosophy and customer-centric culture is applied to marketing activities, sales, and service.

1.2 CRM LEVEL

We can study the CRM of three levels, namely the level of strategic, operational, and analytical [3].

1. Strategic CRM
   CRM strategically focused on efforts to develop a culture of customer-oriented business or customer-centric. This culture is intended to win over consumers and maintain their loyalty by creating and delivering value to customers outperform competitors. This culture is reflected in the behavior helm of the company, the formal system design within the company and the various myths and stories that circulate within the company. In a culture that is customer-oriented, all resources will be allocated to support all measures that could increase the company's value in the eyes of the customer, as well as the reward system (reward system), which can increase positive behavior of employees which leads to customer satisfaction, and improving the system of collecting, disseminating and application of information about customers to support various activities of the company. At the appropriate moment would appear some heroes of companies, namely those who are able to give a value or a first-class service to its customers. Many firms say that it has to be customer focused, customer-oriented, adapt to customer wishes, or focus on the customer, but in practice not many who managed to realize this motto. Indeed, almost no company that does not have a mission to satisfy customers [3].

2. Analitic CRM
   Analytical CRM is used to exploit customer data for the sake of improving their value (and the value of the company). This system was developed based on information about consumers. Customer data can be obtained from the information centers or data banks owned by each company's relevant, namely sales data (history of purchases of goods or services by customers), financial data (payment history or credit score), marketing data (consumer response to advertising campaigns , product loyalty scale data), and data services. Furthermore, the internal data can be supplemented with external data, such data is geodemografis and data on consumer lifestyle provided by business intelligence organizations. By using a digger Data (Data Minning tools), the company can interrogate the data. Intelligence interrogation may disclose information questions, such as who we are what's most valuable customers? Where consumers who have the highest propensity to move to a competitor? Which customers will respond to certain offers positive [3].

3. Operational CRM
   Operational CRM is more focused on the automation of the ways the company in touch with its customers. A variety of CRM software applications enable the functions of marketing, sales, and service can be run automatically [3].

1.3 Phase in CRM

CRM cycle that comprises Acquire - Retain - Expansion [2], each phase of the cycle can be explained as below:

1. Acquire,
   the process of acquiring a new relationship is to get a new customer that can be realized in a variety of strategies. Keywords associated with this phase is differentiation, innovation, and comfort (convenience).

2. Retain,
   Retaining customer relationship is the phase where the organization is pursuing a strategy to retain customers by improving service. Customer retaintion become an important strategy for the company because the customer of choice for more and more are created by many service provider organizations (competitors). Keywords associated with this phase is adaptabiliy, listening, and Responship.

3. Enhance,
   Enhance is the time to establish a good relationship that has existed with the customer, always listen to customers and serve them better, create loyal customers with the product / service organization. Some keywords are associated with this phase is loyalty, reduce costs, and customer service.

2. REASECH CONTENS

2.1 Framework Analitic

In the process of making CRM information systems to be built we need a framework as a reference so CRM features can be built properly. The framework will be built is the framework of Dynamic CRM (refer to figure 2.3) that describes a series of stages in the development of CRM.

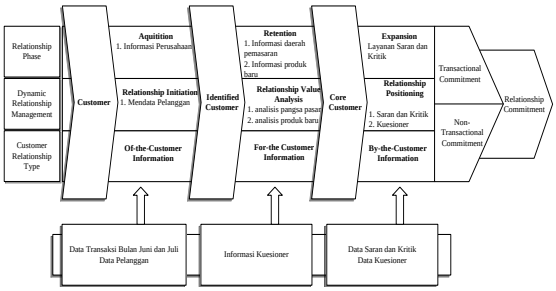


Figure 1. Analisis *Framework Of Dynamic* di Sari Kedelai

The stages of the Framework of Dynamic CRM is as follows:

2.1.1 Relationship Phase

Contains stages consisting of Acquisition, Retention and Expansion. Wherein each - each of these stages are described as below:

a. *Acquitition stage*

Acquisition stage is a stage that is used to acquire customers in Sari kedelai. Here is a stage that will be built in accordance with the acquisition stage:

1. Company information

   This stage is used to simplify the way customers and prospective customers in knowing information about the company so that customers have the impression to the company.

These stages will be featured on the website-based information system crm Sari kedelai. The way to deliver information systems to customers and prospective customers is to deliver information through social media and provide information to customers or potential customers who come.

b. *Retention stage*

Retention stage is a stage that is used to improve relationships with customers in order to maintain customer sari kedelai sari kedelai. Here is a stage to be built at this stage

1. information marketing area

   information marketing area will be the owners with information to facilitate a part owner in expanding the marketing area.

2. information new product.

   New product information will be the information to the owners with the aim to facilitate the determination of new products.

c. Expansion stage

Phase expansion is a process in which the company started to build a good relationship with the customer. Here is a stage that will be built in the expansion phase:

1. Criticism and suggestions
   This stage is a means of the wishes of the customer to the company that services company can be as expected.

2.1.2 Dynamic Relationship Management

Because CRM is used in this study is the kind Analytical, then the process undertaken to achieve the commitment with customers focusing on Dynamic Relationship Management. The composition / stages of the Framework of Dynamic CRM is as follows:

a. Relatioship Initiation

At the initiation stage relationships with customers, as for the steps being taken are as follows:

1. Collecting customer
   The system will collect data on customers Sari kedelai.
2. Collecting questionnaires
   The system will perform data collection on questionnaire data that has been given by the customer

b. Relationship Value Analysis

Market Share Analysis

Market share analysis is the analysis conducted to determine the market share, this analysis comes from the customer data mining Sari Kedelai. The results of the excavation data will be processed into data that can help the owner of the company in determining the decision. This data comes from 53 customers from Sari Kedelai.

Extracting data to the customer is taken from the customer data that has been recorded and transaction data, will then be processed into information for the owner in determining the marketing area.

1. Segmenting

Segmentasi geografis yang diambil dari data pelanggan yaitu zona.

Table 1. Tabel Segmentasi Geografis

Kecamatan	Jumlah	Transaksi Juni	Transaksi Juli
Tanjungsiang	21	11.340.500	13.342.000
Cisalak	16	12.267.250	7.858.500
Kasomalang	9	1.069.000	684.500
Jalancagak	7	2.045.000	1.932.500

2. Targeting

Untuk tahap ini adalah dengan memilih segmentasi mana yang akan di jadikan target oleh pihak sari kedelai. Setelah melihat hasil segmentasi, maka segmentasi geografis menjadi target oleh perusahaan sari kedelai.

Table 2. Tabel Informasi Data Kecamatan

Nama Kecamatan	Jumlah Pasar	Jumlah Penduduk
Binong	5	43415
Blanakan	0	62733
Ciasem	2	105447
Ciater	1	29143
Cibogo	5	45482
Cijambe	1	39236
Cikaum	2	47809
Cipeundeuy	1	47642
Cipunagara	1	60594
Cisalak	1	40451
Compreng	0	44378
Dawuan	0	39551
Jalancagak	1	45466
Kalijati	1	63830
Kasomalang	1	42215
Legonkulon	1	21953
Pabuaran	2	60796
Pagaden	2	61360
Pagaden Barat	0	33810
Pamanukan	5	57057
Patokbeusi	0	79951
Purwadadi	1	62266
Pusakajaya	1	45306
Pusakanagara	0	38951
Sagalaherang	1	29383
Serangpanjang	0	25182
Subang	3	128955
Sukasari	0	40541
Tambakdahan	0	40854
Tanjungsiang	3	44089

Pelanggan
0 %
Pangsa Pasar
128955
Jumlah Pasar
3
Transaksi
Rp.0

Segmentation based on data from districts

$$\left(\frac{a}{b}\right) * 100 = c$$

Explanation : a = many customers each region
b = the population of each region
c = geographic segmentation

Table 3. Results Table Information Market Share

Nama Kecamatan	Segmentasi Geografis	Jumlah Transaksi (Rp)	Jumlah Penduduk	Jumlah Pasar
Binong	0 %	0	43415	5
Blanakan	0 %	0	62733	0
Ciasem	0 %	0	105447	2
Ciater	0 %	0	29143	1
Cibogo	0 %	0	45482	5
Cijambe	0 %	0	39236	1
Cikaum	0 %	0	47809	2
Cipeundeuy	0 %	0	47642	1
Cipunagara	0 %	0	60594	1
Cisalak	0,0395 %	20.125.750	40451	1
Compreng	0 %	0	44378	0
Dawuan	0 %		39551	0
Jalancagak	0,0153 %	3.977.500	45466	1
Kalijati	0 %	0	63830	1
Kasomalang	0,0213 %	1.753.500	42215	1
Legonkulon	0 %	0	21953	1
Pabuaran	0 %	0	60796	2
Pagaden	0 %	0	61360	2
Pagaden Barat	0 %	0	33810	0
Pamanukan	0 %	0	57057	5
Patokbeusi	0 %	0	79951	0
Purwadadi	0 %	0	62266	1
Pusakajaya	0 %	0	45306	1
Pusakanagara	0 %	0	38951	0
Sagalaherang	0 %	0	29383	1
Serangpanjang	0 %	0	25182	0
Subang	0 %	0	128955	3
Sukasari	0 %	0	40541	0
Tambakdahan	0 %	0	40854	0
Tanjungsiang	0,0476 %	24.682.500	44089	3

Based on calculations using geographic segmentation and saw the population of each district and the number of market information in each district, the corms into new marketing areas recommended by the system while the marketing area with the highest incomes, the districts tanjungsiang become a marketing area that's recommended by the system.

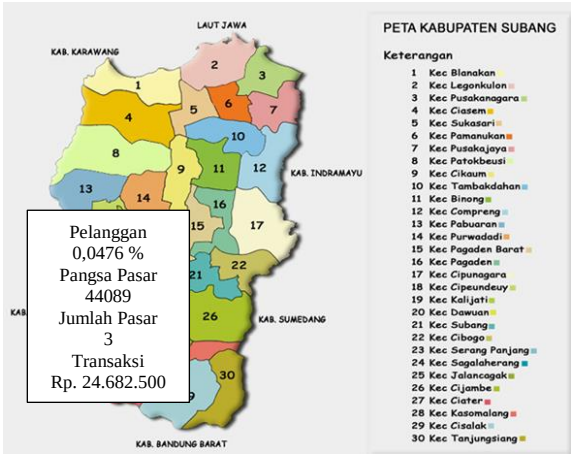


Figure 2. Subang district map

Conclusion

Based on the results of the analysis has been done, the owner will be given advice on determining the marketing area based on target market of Sari kedelai. With the results of this analysis will facilitate owners of Sari kedelai in determining the area of marketing and sale by the marketing area. Promotion that is given by the company as "for residents of districts corms get Sari kedelai product promos !!! you will get a discount on every purchase of 50 knows every sale in your area. If you come directly to the plant simply by bringing proof of citizen information such as ID card / sim or more ". The promotional information presented in CRM information system in the form of websites.

3. Positioning

At this stage, positioning the market with the actions of designing products and marketing mix in order to create a certain impression diingatan consumers, and thus consumer segments to understand and appreciate what the firm does in relation to its competitors. Troubleshooting positioning will allow the company to solve problems pemasaran.Bauran marketing mix - product, price, distribution and promotion - essentially an implementation of the details of tactics positioning strategy. Then that will be done is on sale to create an impression on prospective customers.

Analisis Penentuan Produk Baru

Analysis of the determination of the new product is the analysis conducted to determine the new products, this analysis is derived from questionnaire data customers Sari Kedelai, the data obtained from the results of a survey conducted by Sari Kedelai, the results of the questionnaire will be processed into data that can help the owner of the company in determine a decision. The questionnaire used is from 30 customers from Sari kedelai with criteria such as the type of processed soybean question, the development of the know such as shape, size and packaging. Of the total of all the questions contained in the questionnaire will take some questions as an example for data processing to be carried out. Here are the results of data processing to be performed:

Table 4. Question table

No	Indikator	Pertanyaan	Jawaban				
			SP	P	C	TP	STP
1	Jenis Olahan Produk	Apakah sari kedelai perlu membuat olahan fermentasi kedelai selain tahu ?					
2	Ukuran	Apakah sari kedelai perlu membuat ukuran lebih besar untuk produk tahu ?					
3	Ukuran	Apakah sari kedelai perlu membuat ukuran lebih kecil untuk produk tahu ?					
4	Jenis Olahan Produk	Apakah sari kedelai perlu membuat makanan siap saji dari tahu ?					
5	Bentuk	Apakah sari kedelai perlu membuat pengembangan dari bentuk tahu ?					
6	Kemasan	Apakah sari kedelai perlu bahan lain selain plastik untuk kemasan produk ?					
7	Harga	Apakah sari kedelai perlu penyesuaian harga sesuai dengan produk ?					

1. Proccesing result of the questionarire no 1

Tabel 5. Hasil Pengolahan Kuesioner pertanyaan 1

Jawaban	Jumlah Responden	Jumlah Persentase (jumlah responden/total respinden)*100
Sangat Perlu	3	10 %
Perlu	15	50 %
Cukup	4	13,33 %
Tidak perlu	5	16,67 %
Sangat Tidak Perlu	3	10 %
Total	30	100 %

2. Proccesing result of the questionnarire No. 2

Table 6. Proccesing result of the questionnari2

Jawaban	Jumlah Responden	Jumlah Skor (jumlah responden/total respinden)*100
Sangat Perlu	0	0 %
Perlu	3	10 %
Cukup	5	16,67 %
Tidak perlu	17	56,67 %
Sangat Tidak Perlu	5	16,67 %
Total	30	100 %

3. Proccesing result of the questionnarire No. 3

Table 7. processing result of the questionnaire No. 3

Jawaban	Jumlah Responden	Jumlah Skor (jumlah responden/total respinden)*100
Sangat Perlu	1	3,33 %
Perlu	3	10 %
Cukup	17	56,67
Tidak perlu	0	0 %
Sangat Tidak Perlu	9	30 %
Total	30	100 %

4. Processing result of the questionnarire No. 4

Table 8. Proccesing resul t of the questionnarire No.4

Jawaban	Jumlah Responden	Jumlah Skor (jumlah responden/total respinden)*100
Sangat Perlu	1	3,33 %
Perlu	16	53,33 %
Cukup	3	10 %
Tidak perlu	6	20 %
Sangat Tidak Perlu	4	13,33 %
Total	30	100 %

5. Proccessing result of the questionnarire No. 5

Table 9. Proccesing resultt of the questionnari no.5

Jawaban	Jumlah Responden	Jumlah Skor (jumlah responden/total respinden)*100
Sangat Perlu	4	13,33 %
Perlu	7	23,33 %

Cukup	5	16,67 %
Tidak perlu	9	30 %
Sangat Tidak Perlu	5	16,67 %
Total	30 %	100 %

6. Proccessing result of the questionnarire No. 6

Table10. Proccessing result of the questionnarire No.6

Jawaban	Jumlah Responden	Jumlah Skor (jumlah responden/total respinden)*100
Sangat Perlu	3	10 %
Perlu	5	16,67 %
Cukup	7	23,33 %
Tidak perlu	10	33,33 %
Sangat Tidak Perlu	5	16,67 %
Total	30	100 %

7. Proccesing result of the questionnarire No. 7

Table 11. Hasil Pengolahan Kuesioner Pertanyaan 7

Jawaban	Jumlah Responden	Jumlah Skor (jumlah responden/total respinden)*100
Sangat Perlu	7	23,33 %
Perlu	4	13,33 %
Cukup	4	13,33 %
Tidak perlu	10	33,33 %
Sangat Tidak Perlu	5	16,67 %
Total	30	100 %

The conclusions obtained from the analysis process of determining a new product at the show in the following table:

Table 12. Conclusion Determination New Products

Pertanyaan	Jawaban
Apakah sari kedelai perlu membuat olahan fermentasi kedelai selain tahu ?	Perlu
Apakah sari kedelai perlu membuat ukuran lebih besar untuk produk tahu ?	Tidak Perlu
Apakah sari kedelai perlu membuat ukuran lebih kecil untuk produk tahu ?	Cukup
Apakah sari kedelai perlu membuat makanan siap saji dari tahu ?	Perlu
Apakah sari kedelai perlu membuat pengembangan dari bentuk tahu ?	Tidak Perlu
Apakah sari kedelai perlu bahan lain selain plastik untuk kemasan produk ?	Tidak Perlu
Apakah sari kedelai perlu penyesuaian harga sesuai dengan produk ?	Tidak Perlu

Conclusion

477/5000

1. sari kedelai is necessary to create new products based on the type of processed products
2. sari kedelai Not Need to create new products based on size
3. sari kedelai, please create a new product based on the size
4. sari kedelai is necessary to create new products based on the type of processed products
5. sari kedelai Not Need to create new products based on the form
6. sari kedelai Not Need to create new products based on packaging
7. sari kedelai Not Need to create a new product based on the price

c. Relationship Positioning

1. Advice and Criticism

Suggestions and criticism are used to maintain long-term relationships between customers or potential customers with the company.

2. Questionnaire

A questionnaire was used to construct strategies that mutually beneficial relationship between customer and company.

2.1.3 Costumer Relationship Type

Customer information type terdiri dari *of the customer information, for the customer information, by the customer information*

a Of the Customer Information

Of the custumer is data derived from customers such as customer data, questionnaire data.

b For the Customer Information

For the customer is the data provided by the company to the customer. Data that is provided to the customer is the product data and data promosi.kue

c By the Customer Information

By the customer information is the data that was obtained from the customer based on the results of monitoring. Questionnaire data and data advice criticism is the monitoring records of customers that is given to the company.

3. CONSLUSION

3.1 CONSLUSION

Based on the results of research and testing has been done on the CRM information system in Sari Kedelai, it can be deduced as below:

1. The system can help the owner as the person marketing strategy in helping and knowing district that will be made in the marketing area for the sale of products Sari kedelai.
2. The system can help the company Sari kedelai in determining what new products will be created based on the results of the questionnaire that is given by the customer.

3.2 Saran

Based on the results of testing the system, obtained some suggestions that can be taken into consideration. The suggestion from this study are as below.

1. Developing a more attractive interface
2. The development features that supports companies in building relationships with customers.

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