DETERMINATION OF REPAIR SERVICE AND ANALYSIS OF COMPETITIVENESS WITH A RE-PURPOSED IN CV. SUARA HATI

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Abstrack

CV. Suara Hati is a family company engaged in the music industry. This company has a service in the form of rental and recording studio. The types of services that exist in the company involving many customers so customer satisfaction is becoming one of the main objectives of the company in improving the quality of the company, but the facilities at such companies have not been able measuring the quality of service that exists between the perceptions and expectations of its customers against the Ministry.

Of these problems gave rise to the idea of designing and implementing strategy of Customer Relationship Management, which can assist in recommending improvements to the Service Manager in a company that effectively correspond to the expectations and customer needs.

Kata kunci : *Customer Relationship Management*, Service Quality, Information System, *ServQual*, CV.Suara Hati.

1. INTRODUCTION

CV. Suara Hati is a company engaged in the music industry as a recording studio, rental and Event Organizer (EO). The company is located in JL. Sakura I blok I no. 462-463 RT003/011 kel. Jatimulya Kec. Tambun Selatan Regency of Bekasi, CV. Suara Hati has two types of customers that is individual customers and customer groups. The customer in this case is the visitors among them as a tenant of rental studios or service Recording as a tenant. Company CV. Suara Hati is very attentive to the comfort of pelanggan-pelanggannya, because customers can help in the marketing process, if customers are not satisfied the company will suffer losses that will have an impact on berpalingnya customers keperusahaan other, therefore good relations with customers must be kept well.

CV. Suara hati got a variety of complaints from customers about the quality of the services provided include instruments not groomed properly,

music equipment available is still not complete, less clean and timeliness while use of the service not in accordance with the time visitors when booking, and complaints from visitors are not carried out well since the submission of the complaint are still using conventional systems, allowing the company's response against the complaint the complainant was quick because no visitor company does not document the complaint given the visitor, as a result of the company does not have data on complaints of visitors to immediately be addressed.

Problems that have been found from the previous paragraph description of the quality of service provided to its customers, this results in a less good visitor scoring, the company will lose visitors if This issue is not resolved. In addition with the ever increasing business competition in the same field, CV Suara Hati should strive to enhance competitiveness in the face of its main competitors, the lack of media promotion to be one of the factors that made the company CV. Suara Hati is weak in competition. Competitors CV. Suara Hati in the area of Bekasi among Purwacaraka Music Studio, Legend Music Studios and Wlz12 Studios. To determine the competitiveness against competitors, the company CV. Suara Hati needs to do a SWOT analysis to find out what factors can encourage companies to compete against other competitors and fator who became the company's threat CV. Suara Hati and the company's competitors.

Based on the results of the research have been obtained, then the intent of the research task these days is building a Customer Relationship Management System (CRM) CV. Suara Hati. The aim assist Manager in recommending improvements to services based on an assessment of the service quality and competitiveness analysis.

Customer relationship management or commonly known Customer Relationship Management (CRM) is a core strategy that integrates business processes and internal functions with all external network to create and realizing value for consumers in the target profitabel [2].

At the core of understanding CRM is how a company can recognize the behavior of consumers and their needs and then build and implement better business strategy to enhance capabilities in mempertahaankan long term customers and get new customers

2. CONTENT OF PAPER

2.1 Stages Of CRM

CRM cycle consists of the process Acquire – Enchance – Retain, each phase in the cycle can be explained as follows:

1. *Acquire*, It is the stage of acquiring customers, this step is useful for the company because customers can give a judgment to the company through the first impression, if the assessment of the customers against the company well, then the transaction will be run with good anyway.
2. *Enhance*, is the phase where the perusahana live the relationship

with customers by listening to a wide variety of keluahan of customer and receive advice from customers.

3. *Retain*, is the period in which the company tried to maintain the relationship with customers. In order for a relationship with a customer can last a long time, then the company should use the views of its customers by providing services and supporting applications.

The ideal company in conducting CRM are companies that want to optimize profits by way of organizing the process of CRM around customers and not only on the internal corporate functions in order to establish a closer relationship and harmony with its customers [3].

2.2 Dynamic CRM

Research on CRM frameworks related to information and marketing. Described that phase of CRM in a framework in the form of a series of processes of Acquisition-Retention-Expansion. As an integrated CRM framework based on the types of information about customers who are clustered in accordance with the development of multilevel customer relations.

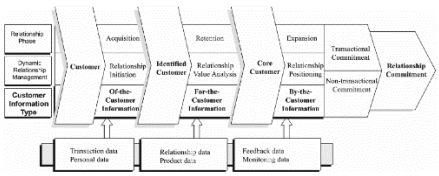


Figure 1 Framwork Dynamic CRM. [4]

2.3 Data Base Analysis

In the development of CRM system required a database design, modeling to be used in the design of this database menggunanan Entity Relational Diagram (ERD). Modeling the data base can be seen in the following image

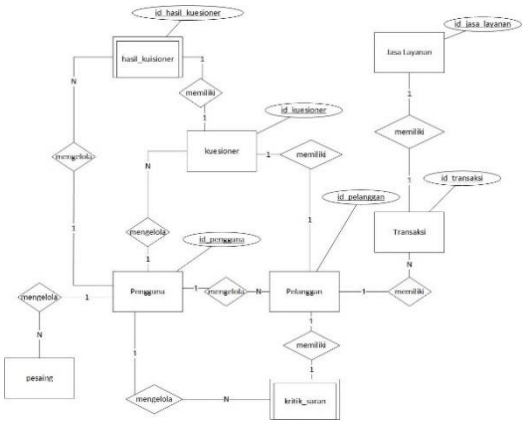


Figure 2 ERD Diagram

2.4 Kontext Diagram

Context diagram is a tool for structure of analysts, this approach attempts to describe the system as a whole or outline. Context diagram of the construction of information systems Customer Relationship Management CV. Suara Hati can be seen in the following image

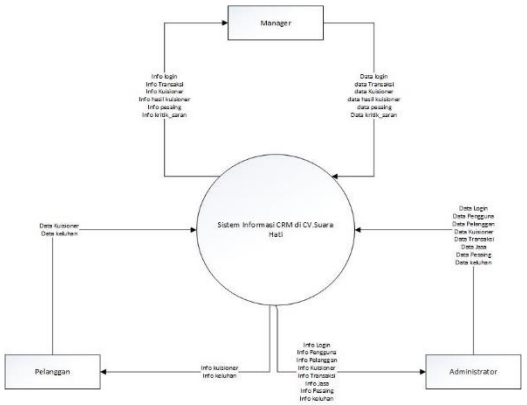


figure 3 Kontext Diagram

2.5 Data Flow Diagram

Data flow diagram shows how data flow outlines the processes that occur in

the system until the process in more detail. In the diagram context such as in the following image can be decomposed into a number of DFD.

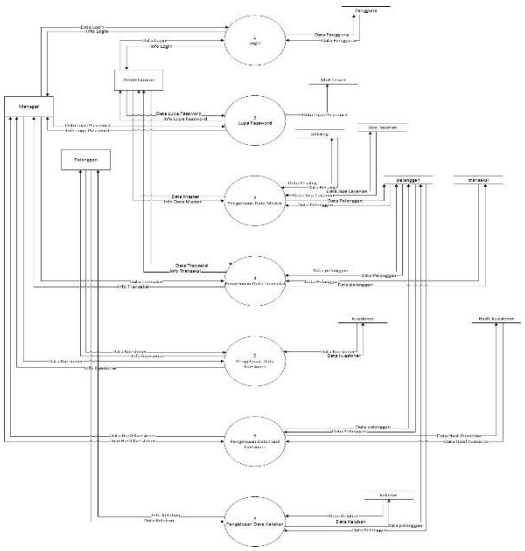
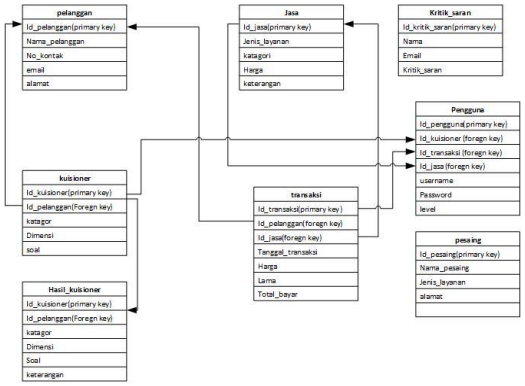


figure 4 DFD Information System CV. Suara Hati

2.6. Diagram Of Relation

Scheme relation describes the interrelated data between multiple data and their boundaries. The schemes described can be seen from the following figures



Gambar 5 Skema Relasi

2.7 Design Of Strukture Menu

The design of the structure of the menu is designed to provide the functions that will be used in the construction of the information system will be built. On the design of the menu structure from the CRM system in the CV. Suara Hati that will be built there are 3 parts, each of which can be accessed by administrators, Managers and customers. There are designing the menu for each user as below.

2.7.1 Design Strukture Administrator menu

Administrator Menu structure menu structure is designed in accordance with the user-level design of the menu structure can be seen in Figure 3.19.

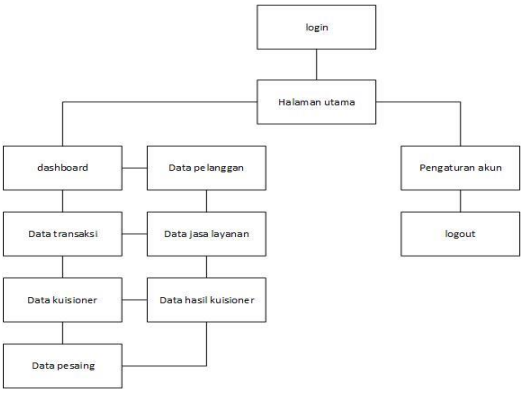


Figure 6 Strukture Administrator Menu

2.7.2 Design Struktur Manajer Menu

The structure of the Menu Manager menu structure which is designed according to the user level Design the menu structure can be seen in Figure 3.20.

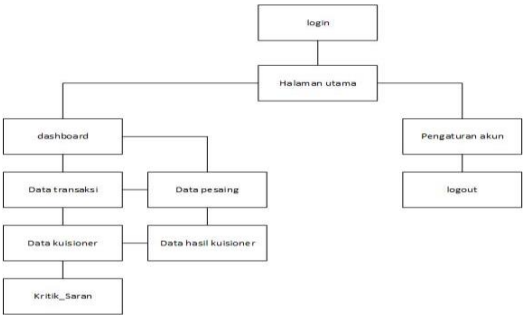


Figure 7 Strukture Manager Manu

2.7.3 Design Strukture Customer of menu

The structure of the Menu Manager menu structure which is designed according to the user level Design the menu structure can be seen in Figure 3.21

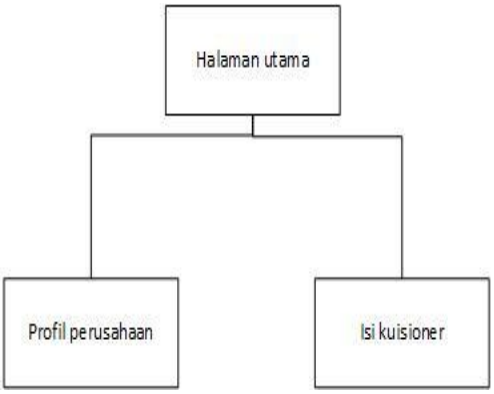


Figure 8 Struktur Customer Menu

2.8 Design of Semantics Network

The design of the semantic network is a network of interconnected design of menus that can be accessed by the user

2.8.1 Design of Administrator Semantics Network

The design of the semantic network admin is designing a network that connects the menus can be accessed by an admin with an error message that occurs in some process as seen in the image 3.59

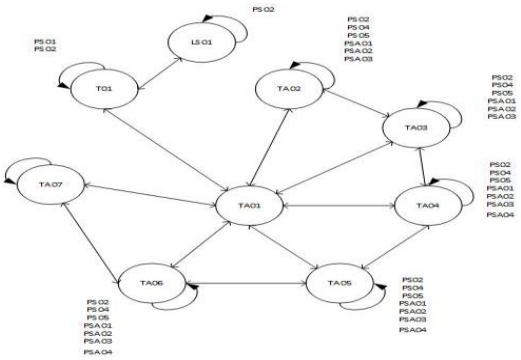
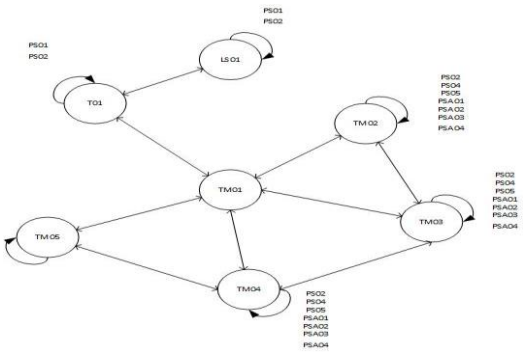


Figure 9 Semantics Administrator Network

2.8.2 Design Of Semantics Manajer Network

The design of the semantic network of the patient is the design of the network that connects the menus can be accessed by patients with an error message that occurs in some process as seen in the following image



Gambar 10 Semantics Manager Network

2.9 Implementation System

implementation is the stage where the system has been built can be operated properly. At this stage the system is ready for use the goal for mengkomfirmasi design of modules so users can provide inputs towards the development of the system being used. CRM system implementation on CV.Suara Hati is as follows:

2.10 Testing the Sistem

System testing is the most important thing that aims to find errors or deficiencies in the information system tested. Testing intends to find out the information system created has met the performance according to the purpose of design.

Testing is used to test the new system is a black box testing methods. Black box testing is focused on testing the functional requirements for information systems.

The testing plan will do is to test the system in a way that was built in Black Box and Beta. Testing system of determining repair service based on quality of service fund analysis of competitiveness with the CRM approach CV. Suara Hati use test data based on data provided from some of the data that has been provided.

2.10.1 Result Of Testing Sistem

Based on the test results to the case sample test has been done on the CRM information system gives the conclusion that the process is in compliance with the expected. The filtering process in the form of error message that comes up is enough. Functionally the system can already be deemed to meet the needs of the expected. However there are a few functionalities or processes that do not match expectations.

3. CLOSING

This chapter will explain about the conclusion containing the results obtained after the analysis, design, and implementation of the design of software built and have been developed as well as suggestions that will provide notes It is important and possible repairs need to be done for previous software development.

3.1 Conclusion

Based on the results obtained in the writing of this final task, then a conclusion can be drawn as follows:

1. Information systems CRM built this can make it easier for companies to conduct repair services based on an assessment of the quality of service.

2. Information systems CRM built can also accommodate complaints and suggestions from visitors also CV.Suara Hati

3.2 Advice

Based on the results of research and discussion of CV. Suara Hati as well as the conclusions that have been outlined above, the author gives suggestions to be studied or could be developed by researchers of the next researcher. Advice from the authors is as follows:

1. further development of systems in order to deliver notifications via email or phone number already inputed

visitors regarding the charging time of the next questionnaire or promo-promo given company.

2. make the look more interesting the more page makes it easy for visitors to access the website of CV. Suara Hati, it would be better if the company featuring testimonials from visitors who've been doing transactions in the company.

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