DETERMINANTION OF MARKETING AREA USING MARKET SHARE ANALYSIS WITH CUSTOMER RELATIONSHIP MANAGEMENT APPROCAH IN CV ADARA FASHION ART

Lucky Cahyadi[1], Didit Andri Jatmiko[2]

[1,2]Teknik Informatika – Universitas Komputer Indonesia
Jl. Dipatiukur No. 112-114, Coblong, Bandung, Jawa Barat
E-mail : Luckycahyadi22081995@gmail.com[1], Didit@email.unikom.ac.id[2]

ABSTRACT

CV. Adara Fashion Art is a company engaged in screen printing services . CV Adara Fashion Art serves customers / consumers of screen printing services with manual techniques and screen printing techniques t-shirts . The company is currently experiencing a considerable increase in sales and consumer upgrades because the company has plans to expand the marketing of screen printing services by expanding market areas and promoting . The main goal dar i corresponding CRM is to attract new customers and forge and retain long-standing old customers . Determining marketing area made me ngalisis market share, practicing and applying market segmentation and to recommend the marketing area using a system of decision by using Simple Additive Weighting (SAW) were very helpful company to get advice on what area is bepotensi to be areas that berp otensi get high target market . The result of the testing can be concluded that this system helps the General Manager in recommending areas that have the potential to expand marketing and provide promotions in sub-districts that have high market targets .

Keywords: Market Share, Determination of Marketing Area, Simple Additive Weight (SAW), Customer Relationship Management (CRM) , Dynamic CRM, Decision Maker System, Framework Analysis, Target Marketing, Posittioning .

1. PREFACE

CV Adara Fashion Art is a company engaged in screen printing services . CV Adara Fashion Art serves screen printing services with manual techniques and screen printing techniques. Established since 2014 which addressed at Jl Cijerah No 119 Village Cibuntu District Bandung Kulon Bandung West Java. CV Adara Fashion Art currently has 170 customers coming from the city of Bandung and 10 customers who come from the city of Cimahi. CV Adara Fashion Art has the advantage of screen printing service offered is the quality of screen printing is given very well, not easily faded and durable so that the main attraction for consumers.

Based on the interview with Mrs. Wulan as a marketing at CV Adara Fashion Art, stated that the company shows sales charts and the increase of consumers continue to promote positive movement seen from the customer data in February - July 2017. The number of customers who transact becomes the reason for the company to expand the marketing area will but the marketing department in peroses determines the marketing area to see only the highest transaction customer data without considering the matters relating to the market opportunity itself.

Determination of the marketing area in question is to look for areas of the district that have the potential to be a marketing area close to industrial areas , schools, and universities because the services of CV Adara Fashion Art is always used for events need screen printing services and also a chance to add new customers because seen of customer data that has the type of customer in the field of business, students and students.

Based on the existing problems it is necessary to select the regional location of marketing to expand the region and the determination of the promotion given to the market share so that the General Manager can decide areas that have high market opportunities and minimize the occurrence of errors in deciding areas recommended by marketing. Through the implementation of Customer Relationship Management (CRM) in this case the company is expected to identify which areas have potential customers by conducting market share analysis. So needed an information

system that can recommend the marketing area to expand marketing section marketing CV Adara Fashion Art.

2. RESEARCH CONTENT

2.1 Theoretical basis

Theoretical Basis is a strong base on a research to build System Information in CV Adara Fashion Art.

2.1.1 Customer Relationship Management

Customer Relationship Management (CRM) is a main business strategy which combines process and internal function, external network to create and deliver value to customer to get benefit. CRM is based by quality data customers and it is possible with technology information. [1]

2.1.2 Steps of CRM

Implementation concept of a good CRM is a organize CRM process around member and not only internal function company

There are three steps of CRM

1. *Acquire*, is a step of acquiring customers. Through this step, it can give value to company by assessing first impressions of the company
2. *Retain*, a step where company trying to maintain relationship with a member, in another word can get member and then keep relationship with customers
3. *Expansion*, is a keep good relationship which already exist with customer, with give a good service.

2.1.3 Type of CRM

This following types from Customer Relationship Management (CRM) are operational CRM, analytical CRM, and collaborative CRM

1. Operational CRM: This component CRM play a role in interaction with customer. Operational CRM includes an integrated automation process of the entire business process, such a marketing automation, and services
2. Analytical CRM: This component CRM play a role in understanding customer requirement in a way do analysis customers and their market.

Collaborative CRM: Component collaboration CRM includes e-mail, personalized publishing, e-communities, with the aim to give value-added and expand customer loyalty to another customer who still there are not in a level customer loyalty.

2.1.4 Dynamic CRM

\This framework explains the steps series of building CRM. Information who become attention focus is a information about customer, information for customer and information by customers [2].

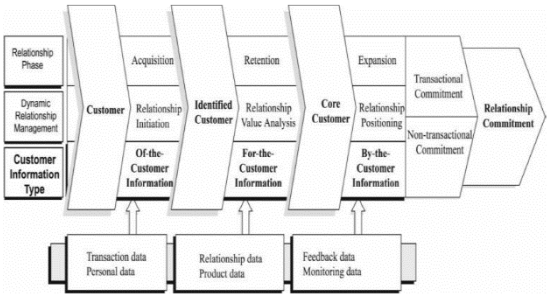


Figure 1. Framework Dynamic CRM

2.1.6 Market Share

Market share can be interpreted as a market controlled by the company. [3].

2.1.7 Target Marketing



Figure 2. Target Marketing Step

1. Market Segmentation

Market Segmentation is a qualification market segmentation from goods and service:[5]

a Geography segmentation, do the market division become various geography unit such as country, states, region, district, city, or around environment

b Demography segmentation, is dividing market into groups according variable such as age, sex, number of family, step of family life cycle, income, job, education, religion, race and nationality

c Psychographic segmentation, is a science for use psychology and demography for more understanding customer such as social class, lifestyle and personality

d Behavior segmentation, is dividing market into group according chance, benefit, customer status, customer level, loyalty alerts status and attitude to product

2. Market Targeting

After market segmentation has been evaluation, the next step is a choose segman who will be became target or target marketing. Target marketing which is aimed is a seller who has same characteristic who make market stand-alone.

3. Positioning

Positioning is a the act of designing the bid and the image of the organization so that it occupies

a differentiated position (among competitors) in the minds of its target customers [6].

2.1.8 Decision support systems

Decision support systems are used as a tool for decision-makers to expand the capabilities of decision-makers, but not to substitute judgments of decision makers [7].

2.1.8.1 Simple Additive Weighting (SAW)

SAW method often also have been known with the term weighted sum method. Basic concept of SAW is a find weighted summation of the performance of each alternative on all attributes. The SAW method requires the process of normalizing the decision matrix (X) to a scale comparable to all existing alternative ratings[8].

$$r_{ij} = \begin{cases} \dfrac{x_{ij}}{\max_i x_{ij}} & \text{Jika j adalah atribut keuntungan (}benefit\text{)} \\ \dfrac{\min_i x_{ij}}{x_{ij}} & \text{Jika j adalah atribut biaya (}cost\text{)} \end{cases} \quad (1)$$

di mana :
R_{ij} = Normalized performance rating score
X_{ij} = Attribute value of each criterion
Max x_{ij} = The greatest value of each criterion i
Min x_{ij} = The smallest value of each criterion i
Benefit = If the greatest value is best
Cost = If the smallest value is best

Where rij is the normalized performance rating of alternative Ai on attribute Cj: i = 1, 2, ..., m and j = 1, 2, ..., n. The preference value for each alternative (Vi) is given as follows:

$$V_i = \sum_{j=1}^{n} w_j r_{ij} \quad (2)$$

Vi = Preference value
wj = Ranking weight
rij = Performance rating is normalized
A larger value of Vi indicates that the alternative Ai is an alternative.

2.2 Discussion and Results

According to the result have done, so it can get a problem in CV Adara Fashion Art'n Graph will expand product marketing with expand its marketing through opening new branches location for keep old customer and add new customer.

2.2.1 Analysis Framework CRM

In a system CRM who will be built it is needed a framework as a reference for CRM features can be built quickly and precisely. The framework to be built is Framework Of Dynamic CRM CV Adara Fashion Art can be seen in Figure 1. Dynamic CRM Framework.

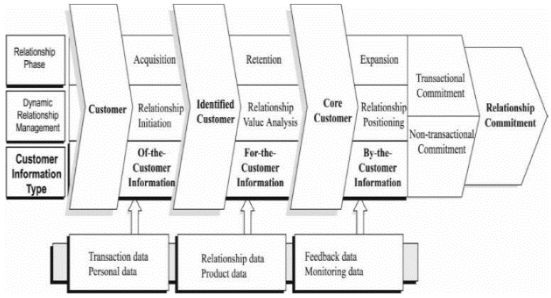


Figure 1. Framework Dynamic CRM

CRM analysis used based on CRM stages consisting of Relationship Phase, Dynamic Relationship Managemet and Customer Information. Each stage has its own facilities.
Data entered.
Data yang dimasukan:

1. Customer transaction data used to see the location of customers who make the most transactions.
2. Data location list of prospective branch locations used to determine the location of new branches.
3. Branch and promotional location data is used to inform customers to retain customers.

2.2.1.1 Customer Information

Three types of information is In the above framework described that there are three types of customer information (Customer Information Type), among others:

1. Of - the - Customer Information (Information about customers) Information on customer transaction data and market share data (market territory owned by CV Adara Fashion Artn Graph) obtained from transaction data.
2. For - the - Customer Information (information for customer) Information about new branch location information and information about CV Adara Fashion Art.
3. By - the - Customer Information (information by customer) Non - transactional feedback information from customers that includes branch location information and promotional information.

2.2.1.2 Dynamic Relationship Management

The process undertaken to achieve commitment with customers focuses on the Dynamic Relationship Management stage. The stages of Dynamic Relationship Management are as follows.

1. Relationship Initiation

At the initiation stage of customer relations, the organization collects data on customers.

Relationships with customers is to prepare the data needed for the process of recommendation of new branch locations in the form of customer transaction data and customer data. The data used in this study are customer transaction data and customer data in June 2016 - December 2016 stored in Microsoft Excel format.

2. Relationship Value Analysis

At this stage a process of market share analysis is conducted to determine the location of new branches of available data. Recommendations given are viewed from the customer data of each region that performs the most transactions. In the analysis phase of this new branch recommendation using market share analysis and decision support system with SAW (Simple Additive Weight) method. The following stages of recommendation analysis of new branches using market share analysis and decision support system with SAW (Simple Additive Weight) method.

Analysis of this market share to know the market potential that is controlled by the company. The data used in this study is customer data in June 2016 - December 2016 stored in Microsoft Excel format. Determining the districts to be analyzed.

The sample data to be analyzed is 41 subdistrict samples taken from customer data that made the most transactions in June 2016 - December 2016.

Table 1. Many Transactional Customer Data .

No	Kecamatan	Jumlah pelanggan	Jumlah Pelanggan/ Jumlah Keseluruhan Pelanggan	Jumlah Pelanggan Dalam Persen
1	Bandung Kulon	2	2/180=0,01	1 %
2	Babakan Ciparay	2	2/180=0,01	1 %
3	Bojongloa Kaler	9	9/180=0,05	5 %
4	Bojongloa Kidul	2	2/180=0,01	1 %
5	Astana Anyar	5	5/180=0,02	2 %
6	Regol	4	4/180=0,02	2 %
7	Lengkong	7	7/180=0,03	3 %
8	Bandung Kidul	0	5/180=0,02	2 %
9	Buah Batu	4	4/180=0,02	2 %
10	Rancasari	3	3/180=0,01	1 %
11	Gedebage	6	6/180=0,03	3 %
12	Cibiru	1	1/180=0,00	0 %
13	Panyileukan	0	0/180=0	0 %
14	Ujung Berung	5	5/180=0,02	2 %
15	Cinambo	1	1/180=0,00	0 %
16	Arcamanik	0	0/180=0	0 %
17	Antapani	3	3/180=0,01	1 %
18	Mandalajati	2	2/180=0,01	1 %
19	Kiaracondong	15	15/180=0,08	8 %
20	Batununggal	25	25/180=0,13	13 %
21	Sumur Bandung	19	19/180=0,10	10 %
22	Andir	5	5/180=0,02	2 %
23	Cicendo	1	1/180=0,00	0 %
24	Bandung Wetan	8	8/180=0,04	4 %
25	Cibeunying Kidul	14	14/180=0,07	7 %
26	Cibeunying Kaler	4	4/180=0,02	2 %
27	Coblong	9	9/180=0,05	5 %
28	Sukajadi	4	4/180=0,02	2 %
29	Sukasari	0	0/180=0	0 %
30	Cidadap	0	0/180=0	0 %
31	Cimahi Selatan	3	3/180=0,01	1 %
32	Cimahi Tengah	7	7/180=0,03	3 %
33	Cimahi Utara	5	5/180=0,02	2 %

1. Market Segmentation

a. Geographic Market Segmentation Analysis

Geographical market segmentation divides the market into different geographical units, such as country, state, region, district, city, sub-district or neighborhood. For research in CV Adara Fashion Art, will be division of geographical area based on potency that is in area of City / Regency Bandung and City of Cimahi

b. Demographic Market Segmentation Analysis

Demographic segmentation divides the market into groups based on variables, such as age, gender, family size, family life cycle, employment income, education, religion, race, generation, and nationality. For research in CV Adara Fashion Art will be divided into several groups.

1. Segmentation by Industry

This segmentation is grouped based on the many industries in Bandung City and Regency of Cimahi

2. Segmentation by School

This segmentation is classified based on the number of schools in Bandung City and Regency of Cimahi

3. Segmentation by University

This segmentation is classified based on the number of universities in Bandung City and Regency of Cimahi

4. Segmentation by Number of Transactions in percent

This segmentation is classified based on the number of transactions in percent in the City / District of Bandung and Cimahi City

1. Market Targeting

For this stage is to choose which segmentation will be made the target by CV Adara Fashion Art. After looking at data of BPS data from 38 sub-districts in Kota / bandung and 3 sub districts in Cimahi city, the number of industries, the number of schools, the number of universities, the number of customer transactions and the large number of residents became the target of opening new branches

by CV Adara Fashion Art. This data will then be analyzed and used as an example in the calculation using decision support system with SAW (Simple Additive Weight) method of opening new branch by using decision maker system method SAW (Simple Additive Weight). The equation formula used for the calculation of SAW (Simple Additive Weight) is taken from the formula number (2) :

Information : $V_i = \sum_{j=1}^{n} w_j r_{ij}$

V_i = Rank for each alternative
W_j = The weighting value of each criterion
r_{ij} = Normalized performance rating score

a. Provide data to be analyzed

The data used is the original data for the analysis of the opening of new branches, the calculation applied to SAW (Simple Additive Weight) method which analyzed 3 (three) potential city / kab in West Java. 38 Subdistricts in the City / Kab bandung and 3 Districts in Cimahi City.

b. Changing the data into the form of X matrix 41x5 order. After getting the data to be analyzed then made into the form of X matrix order 41x5 example matrix equations and results.

$$X = \begin{Bmatrix} 50 & 51 & 0 & 0 & 142697 \\ 23 & 51 & 0 & 0 & 147388 \\ 14 & 40 & 0 & 2 & 120644 \\ 9 & 37 & 4 & 7 & 85992 \\ 38 & 45 & 0 & 3 & 68694 \\ 16 & 56 & 1 & 7 & 81635 \\ 42 & 71 & 6 & 2 & 71333 \\ 32 & 18 & 1 & 0 & 59075 \\ 29 & 43 & 2 & 7 & 94946 \\ 11 & 19 & 0 & 1 & 75144 \\ 5 & 12 & 0 & 2 & 35757 \\ 27 & 41 & 3 & 0 & 70066 \\ 17 & 17 & 2 & 0 & 39169 \\ 21 & 38 & 0 & 2 & 75151 \\ 35 & 9 & 0 & 0 & 24663 \\ 20 & 33 & 2 & 0 & 67999 \\ 29 & 31 & 1 & 0 & 74234 \\ 12 & 28 & 0 & 1 & 62875 \\ 39 & 64 & 3 & 3 & 131566 \\ 42 & 42 & 9 & 4 & 120555 \\ 47 & 44 & 2 & 9 & 35749 \\ 30 & 72 & 1 & 1 & 97278 \\ 23 & 78 & 2 & 0 & 99468 \\ 34 & 42 & 3 & 10 & 30805 \\ 23 & 56 & 3 & 2 & 107727 \\ 19 & 40 & 3 & 2 & 70878 \\ 27 & 69 & 6 & 4 & 131435 \\ 43 & 41 & 1 & 1 & 108045 \\ 24 & 25 & 4 & 0 & 81659 \\ 37 & 27 & 5 & 0 & 58175 \\ 32 & 73 & 2 & 1 & 25091 \\ 19 & 65 & 5 & 3 & 16967 \\ 24 & 53 & 4 & 10 & 1590 \\ 34 & 43 & 3 & 0 & 41789 \\ 9 & 32 & 2 & 5 & 7670 \\ 11 & 21 & 3 & 0 & 5549 \\ 36 & 34 & 5 & 5 & 6672 \\ 23 & 24 & 0 & 1 & 7872 \\ 15 & 29 & 2 & 0 & 4989 \\ 27 & 35 & 5 & 3 & 5679 \\ 5 & 19 & 0 & 2 & 3796 \end{Bmatrix}$$

c. Specifies the criterion of the weights (W)

Specifies the criterion of the weights (W)

Before doing the calculation is determined in advance criteria and weights that will be used in the ranking calculation. Appropriate interview with the general director and general manager CV Adara Fashion Art the value of the weight is a weighted value with the wishes of the general director.

The level of importance of each criterion, also the value with 1 to 5 are:

1 = very low
2 = low
3 = medium
4 = high
5 = very high

Table 2. Weight Criteria

No	Kriteria	Bobot
1	Banyaknya Industri	5
2	Banyaknya Sekolah	5
3	Banyaknya Universitas	5
4	Banyaknya Jumlah pelanggan	5

Results from the above table W = [5 5 5 5 4]

Information :

W = weight

W = 5 for the weight of the number of industries

W = 5 for the weight of the number of schools

W = 5 for the weight of the number of universities

W = 4 for population weight

W = 4 untuk bobot jumlah penduduk

b. Normalize the matrix X into a matrix R based on the equation of the formula number (1) :

$$r_{ij} = \begin{cases} \dfrac{X_{ij}}{Max\ X_{ij}} & \text{Jika j adalah atribut keuntungan } (benefit) \\ \dfrac{Min\ X_{ij}}{X_{ij}} & \text{Jika j adalah atribut biaya } (cost) \end{cases}$$

Information :

Rij = normalized performance rating value.

Xij = attribute value owned by criteria.

Max Xij = the largest value of each criterion.

Min Xij = the smallest value of each criterion.

Benefit = if the greatest value is best.

Cost = if the smallest value is best.

Table 3. Determination of Cost and Benefit

No	Kriteria	Benefit
1.	Industri	√
2.	Sekolah	√
3.	Universitas	√
4	Jumlah Transaksi	√
5.	Jumlah penduduk	√

c. Normalize the decision matrix (X)

The actual calculation is 41 samples, but for sample calculation is taken 1 sample criteria. So after seen from all the criteria that exist, 5 criteria entry to the benefit because the more it will benefit the company

Normalize the decision matrix (X).

1. For the amount of industry included in the attribute of profit (benefit), because the greater the value is considered the better.

So:

$R_{11}=\frac{50}{Max\ (50;23;14;9;38;16;42;32;29;11;5;27;17;21;35;20;29;12;39;\ 42;47;30;23;34;23;19;27;43;24;37;32;19;24;34;9;11;36;23;15;27;5)}=\frac{50}{50}=1$

Value 1 for the calculation of Bandung Kulon District

2. For the number of schools included in the attribute of profit (benefit), because the greater the value is considered the better.

So:

$R_{12}=\frac{51}{Max\ (51;51,40;37;45;56;71;18;43;19;12;41;17;38;9;33;31;28;64;42;\ 44;72;78;42;56;40;69;41;25;27;73;65;53;43;32;21;34;24;29;35;19)}=\frac{51}{78}$

=0,66

Value 0.66 for the calculation of Bandung Kulon District

For the number of universities included in the attribute of profit (benefit), because the greater the value is considered the better.

So:

$R_{13}=\frac{0}{Max\ (0;0;0;4;0;1;6;1;2;0;0;3;2;0;0;2;1;0;3;9;2;1;2;3;3;3;6;1;4;5;2;5;\ 4;3;2;3;5;0;2;5;0)}=\frac{0}{9}=$

0

Value 0 for the calculation of Bandung Kulon Di

To sum the number of transactions in percent included in the attribute of profit (benefit), because the greater the value is considered the better.

So :

$R_{14}=\frac{0}{Max\ (0;0;2;7;3;7;2;0;7;1;2;0;0;2;0;0;0;1;3;4;9;1;0;10;2;2;4;1;0;0;1;3\ 10;0;5;0;5;1;0;3;2)}=\frac{0}{10}$

=0

Value 0 for the calculation of Bandung Kulon District

5. To sum the number of population included into the attribute of profit (benefit), because the greater the value is considered the better.

So :

$R_{15}=\frac{142697}{Max\ (142697;147388;120644;85992;68694;81635;71333;59075\ 94946;75144;35757;70066;39169;75151;24663;67999;74234\ 62875;131566,120555,35749;97278;99468;30805;107727;70878\ 131435;108045;81659;58175;25091;16967;1590;41789;7670\ 5549,6672;7872;4989;5679;3796)}$

$=\frac{142697}{147388}=0,97$

Value 0.97 for the calculation of Bandung Kulon District

After the calculation is done by normalizing the decision X matrix, it will get the matrix R. Below is the Matrix R.

$$R=\begin{Bmatrix}
1,00 & 0,66 & 0,00 & 0,00 & 0,97\\
0,46 & 0,66 & 0,00 & 0,00 & 1,00\\
0,28 & 0,52 & 0,00 & 0,20 & 0,82\\
0,18 & 0,48 & 0,45 & 0,70 & 0,59\\
0,76 & 0,58 & 0,00 & 0,30 & 0,47\\
0,32 & 0,72 & 0,12 & 0,70 & 0,56\\
0,84 & 0,92 & 0,67 & 0,20 & 0,49\\
0,64 & 0,24 & 0,12 & 0,00 & 0,14\\
0,58 & 0,56 & 0,23 & 0,70 & 0,65\\
0,22 & 0,25 & 0,00 & 0,10 & 0,51\\
0,10 & 0,16 & 0,00 & 0,20 & 0,25\\
0,54 & 0,53 & 0,34 & 0,00 & 0,48\\
0,34 & 0,22 & 0,23 & 0,00 & 0,27\\
0,42 & 0,49 & 0,00 & 0,20 & 0,51\\
0,70 & 0,12 & 0,00 & 0,00 & 0,17\\
0,40 & 0,43 & 0,23 & 0,00 & 0,47\\
0,58 & 0,40 & 0,12 & 0,00 & 0,51\\
0,24 & 0,36 & 0,00 & 0,10 & 0,43\\
0,78 & 0,83 & 0,34 & 0,30 & 0,90\\
0,84 & 0,54 & 1,00 & 0,40 & 0,82\\
0,94 & 0,57 & 0,23 & 0,90 & 0,25\\
0,60 & 0,93 & 0,12 & 0,10 & 0,67\\
0,46 & 1,00 & 0,23 & 0,00 & 0,68\\
0,68 & 0,54 & 0,34 & 1,00 & 0,21\\
0,46 & 0,72 & 0,34 & 0,20 & 0,74\\
0,38 & 0,52 & 0,34 & 0,20 & 0,49\\
0,54 & 0,89 & 0,67 & 0,40 & 0,90\\
0,86 & 0,53 & 0,12 & 0,10 & 0,74\\
0,48 & 0,33 & 0,45 & 0,00 & 0,56\\
0,74 & 0,35 & 0,56 & 0,00 & 0,40\\
0,64 & 0,94 & 0,23 & 0,10 & 0,18\\
0,38 & 0,84 & 0,56 & 0,30 & 0,12\\
0,48 & 0,68 & 0,45 & 1,00 & 0,02\\
0,68 & 0,56 & 0,34 & 0,00 & 0,29\\
0,18 & 0,42 & 0,23 & 0,50 & 0,06\\
0,22 & 0,27 & 0,34 & 0,00 & 0,04\\
0,72 & 0,44 & 0,56 & 0,50 & 0,05\\
0,46 & 0,31 & 0,00 & 0,10 & 0,06\\
0,30 & 0,38 & 0,23 & 0,00 & 0,04\\
0,54 & 0,45 & 0,56 & 0,30 & 0,04\\
0,10 & 0,25 & 0,00 & 0,20 & 0,03
\end{Bmatrix}$$

d. Perform the ranking process

At this stage after obtaining the matrix R it will be calculated ranking with equation formula based on the formula number (2).

$$V_i=\sum_{j=1}^{n} w_j\, r_{ij}$$

Information :

Vi = rank for each alternative

Wj = weighted value of each criterion

Rij = normalized performance rating value

Sample sample calculation taken 5 calculations from 41 samples:

V_1= (5)(1,00)+ (5)(0,66)+(5)(0,00)+(5)(0,00)+(4)(0,97)=12,18

V_2= (5)(0,46)+(5)(0,66)+(5)(0,00)+(5)(0,00)+(4)(1,00) =9,6

V_3 = (5)(0,28)+(5)(0,52)+(5)(0,00)+(5)(0,20)+(4)(0,82) = 8,28

V_4 =(5)(0,18)+(5)(0,48)+(5)(0,45)+(5)(0,70)+(4)(0,59) = 11,41

V_5= (5)(0,76)+(5)(0,58)+(5)(0,00)+(5)(0,30)+(4)(0,47) = 10,08

Best alternative value

Table 4. Alternative Values

Ratting	Kecamtan	Jumlah
1	Batununggal	16,9
2	Kiaracondong	12,75
3	Lengkong	12,65
4	Sumur Bandung	12,2
5	Coblong	12
6	Cibenying Kidul	10,25
7	Cimahi Tengah	9,9
8	Cimahi Selatan	9,4

9	Bandung Wetan	9,3
10	Regol	9
11	Cicendo	8,95
12	Andir	8,75
13	Cimahi Utara	8,55
14	Bandung Kulon	8,3
15	Cidadap	8,25
16	Sukajadi	8,05
17	Buah Batu	7,35
18	Astana Anyar	6,3
19	Cibenying Kaler	5,6
20	Bojongloa Kidul	5,55
21	Bandung Kidul	5,5
22	Antapani	5,5
23	Arcamanik	5,3
24	Bojongloa Kaler	5
25	Ujung Berung	4,35
26	Cinambo	4,1
27	Mandalajati	4
28	Panyileukan	3,95
29	Rancasari	2,35
30	Gedebage	2,3
31	Cibiru	0
32	Panyileukan	0
33	Cicendo	0

e. Conclusion

Then the conclusion of the calculation of the final result of the largest value at V_20 = 17,16, so the alternative location of new branch is located in **District Batununggal**.

3. Closing

In this chapter, conclusions can be drawn from the discussion of previous chapters, as well as suggestions for improvement and further development of the system.

3.1 Conclusions

After doing the analysis, design, and testing. Then it can be obtained

The following conclusions:

This Customer Relationship Management Information System on Market Share Analysis To Expand Digital Printing Product Marketing In CV.Adara Fashion Art can assist General Manager in recommending new branches to expand product marketing in potential areas.

3.2 Suggestions

In order for the system built to work better, should be added several things as follows:

1. The addition of online menu feature feature on Customer Relationship Management Information System (CRM) in CV Adara Fashion Art.
2. The addition of online customer complaint feature in Customer Relationship Management Information System (CRM) in CV Adara Fashion Art.

DAFTAR PUSTAKA

[1] F. Buttle, Customer Relationship Management (Manajemen Hubungan Pelanggan) Concept and Tools, Bayumedia, 2014.

[2] D. L. Setiawan, "REKAYASA SISTEM INFORMASI KOPERASI BERBASIS CUSTOMER RELATIONSHIP MANAGEMENT," *ICT Learning*, vol. I, no. 1.

[3] S. B. W. S. d. S. D. Nuraini, "The Effect of Market Share, Laverage Ratio, and Capital Intensity Ratio on Stock Return," Vols. 3(2): 139-146, 2009.

[4] S. Assauri, Manajemen Pemasaran : Dasar, Konsep & Strategi, Depok: RajaGrafindo Persada, 2015.

[5] A. Setiyaningrum, J. Udaya and E. , Prinsip-prinsip Pemasaran, Yogyakarta: PENERBIT ANDI, 2015.

[6] Armstrong and Kotler, Dasar-Dasar Pemasaran, Jilid 1, Edisi Kesembila, Jakarta: Penerbit PT. Indeks Gramedia, 2003.

[7] D. Nofriansyah, Konsep Data Mining VS Sistem Pendukung Keputusan, Yogyakarta: DEEPUBLISH, 2004.

[8] S. Kusumadewi, S. Hartati, A. Harjoko and R. Wardoyo, Fuzzy Multi-Attribute Decision Making (Fuzzy MADM), Yogyakarta, 2006.

[9] F. Buttle, Customer Relationship Management: Concepts and Tools, Bayumedia Publishing, 2007.

[10] I. Gautama, T. Thendean, W. Sanjaya and J. Holim, "PEMBANGUNAN CUSTOMER RELATIONSHIP MANAGEMENT (CRM) BERBASIS WEB PADA PT. APP TOUR AND TRAVEL - JAKARTA," *KOMMIT*, Vols. ISSN:1411-6286, 2004.