

# Customer Relationship Management Increasing Curtain Sales with Importance Performance Analysis and Customer Satisfaction Index Methods

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## Abstract

The increasingly rapid advancement of technology has an indirect impact on humans. Computers are one of the results of technological advances that can help humans improve the quality and quantity of work. By using computers as one of the tools in presenting data information, especially data processing supported by PHP and MySQL applications, it can support the speed of data processing as efficiently as possible. This study uses the *Importance Performance Analysis* (IPA) Method and the *Customer Satisfaction Index* (CSI) Method. The IPA method is a method used to map the relationship between interests and performance of each attribute to meet consumer satisfaction by providing a Likert scale. While the CSI method is a method used to determine the level of consumer satisfaction as a whole by looking at the level of satisfaction of product and service attributes. Based on the combination of the IPA and CSI methods carried out directly in the field using interview techniques, as well as by studying books related to the problems discussed, it is expected that the new system that will be implemented can improve the quality of information so that it can be useful for the relevant agencies. The results of this study are based on the consumer satisfaction index of 82.24% , so that by applying these two methods, it can find consumer satisfaction in increasing curtain sales.

Keywords : Customer Relationship Management, *Importance Performance Analysis* (IPA), Customer Satisfaction Index (CSI), Likert Scale.

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## 1. Introduction

The rapid development of science and technology has encouraged humans to help facilitate activities in completing their work. Computers are tools that can help humans process data to produce information. In the use of information technology, there are threats or risks that are always present in every company and the existence of these risks can disrupt the company's operational performance , for this reason a risk assessment is needed for risks that will have a negative impact on the company. With this risk assessment, we can find out what risks will occur and what impacts they cause. By calculating the risk, it can be known which will be a priority that needs immediate handling [1].

However, currently CV. Usi-Usi Interior does not have any specific activities or strategies that handle marketing, product marketing is done conventionally by the admin providing information about the place, specialties and products to other potential customers.

The marketing system that has been explained previously causes business owners to have to compete with their competitors to get as many new customers as possible and retain old customers by establishing good and continuous communication. In addition, the

increasing development of the Usi-Usi Interior curtain business certainly makes the level of competition higher so that business owners have to find the right business strategy in facing this business competition in order to retain their customers and increase their sales. Loyal customers are a reflection of customer satisfaction, where at this time price is not the main factor for them, but becomes something relative. You can imagine how much profit is just released if we don't care about customer satisfaction [2][3].

Therefore, along with the development of information technology, it is necessary to apply a better strategy by implementing an information communication technology product that can help this business become more effective by using *customer relationship management* (CRM). CRM is a type of management that specifically discusses the theory of handling the relationship between a company and its customers with the aim of increasing the company's value in the eyes of its customers [4][5][6][7]. The main goal of CRM is to increase the long-term growth and profitability of the company through a better understanding of customer habits (behavior) [8][9].

Operationally, *Customer Relationship Management* (CRM) supports front office business processes such as sales, marketing, or service. These activities are

closely related to consumers. All activities are stored horizontally in a database forming a knowledge database, and CRM user staff will try to get, improve and retain consumers. It turns out that Customer Relationship Management (CRM) does not merely pamper consumers, there are several positive things that can be helped by CRM, including customer analysis based on certain criteria and consumer information can be stored in historical data so that it can facilitate the next process [10].

With the existence of a customer relationship management (CRM) system, it is hoped that business actors will be able to know the steps or ways to serve consumers so that consumers feel satisfied so that the profits obtained will increase, because if consumers feel satisfied with the service provided, then automatically the consumer will buy again or even become a regular customer for our business [11][12].

In the study, the author used testing with the *Importance Performance Analysis* (IPA) and *Customer Satisfaction Index* (CSI) methods. The IPA method is a method used to map the relationship between importance and performance of each attribute offered and the gap between performance and expectations of these attributes [13][14]. The characteristic of the IPA method is to use important performance factors to meet consumer satisfaction with the following stages starting from giving a scale value (Likert scale) which each has a weight value then described in a Cartesian diagram and continuing to calculate the average level of satisfaction and level of consumer interest. While the CSI method is an index used to comprehensively assess the level of customer satisfaction. This approach takes into account the level of importance of various product or service attributes being measured [15][16][17]. The characteristic of the CSI method is to measure the level of customer satisfaction based on certain attributes by going through the following stages: Weight Factors (WF), Weight Score (WS), Weighted Total (WT) and finally calculating the customer satisfaction index WT divided by the maximum scale [18][19].

## 2. Research methodology

The stages of measuring the CSI method are:

1. Calculating Mean Importance Scores, which is the average of the attribute importance levels.
2. Calculating Mean Satisfaction Scores, which is the average attribute of satisfaction levels.
3. Measuring the level of importance (expectation) using Weighted Factor (WF), namely changing the average value of the level of importance into a percentage of the total average value of the level of importance for all attributes tested, so that a Weighted Factor of 100% is obtained.

$$\text{Formula: } WF = \frac{\sum yi}{n} \times 100\% \quad (1)$$

Information:

WF = Weight Factor

yi = average level of importance (expectation) for attribute i

$\sum yi$  = average number of importance levels (expectations) for attribute i

4. Measurement of the Weighted Score (WS) level, namely the multiplication value between the average value of the performance level (satisfaction) of each attribute with the Weighted Factor of each attribute.

$$\text{Formula: } WS = WF \times xi \times 100\% \quad (2)$$

Information:

WS = Weight Score

xi = average level of satisfaction (reality) for attribute i.

5. Calculating the Weighted Total (WT), namely adding up the Weighted Total of all service quality attributes.

$$\text{Formula: } WT = \sum WF \times xi \times 100\% \quad (3)$$

Information:

WT = Total Weight

WF = Weight Factor

xi = Level of Satisfaction (reality) for attribute i.

6. Calculating overall customer satisfaction using the Satisfaction Index (SI), namely the Weighted Total divided by the maximum scale used in this study then multiplied by 100.

$$\text{Formula: } SI = \frac{WT}{n} \times 100\% \quad (4)$$

Information:

SI = Statistical Index

WT = Total Weight

n = maximum number of scales in the study

## 3. Results and Discussion

### 3.1 Application of Science Methods

In general, the IPA and CSI methods have four stages in solving problems, namely:

1. Respondent Characteristics
2. Level of Compliance
3. Hold & Action Decisions
4. Cartesian diagram

Table 1 Number of Respondents by Gender

Gender	Number (Respondents)
Woman	74
Man	26
Total	100





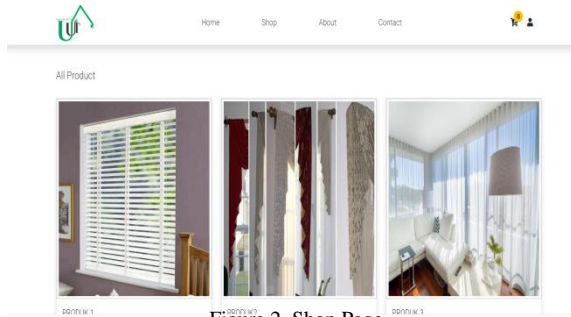


Figure 2. Shop Page

On this page, after ordering a product, *the user* can pay for it via a payment invoice by transferring it via the account number listed along with the nominal amount.



Figure 3. Checkout page

**Respondent Page**

Appearance This show data Which has inputted Previously on the data input form by the user containing the respondent list, the number of respondents by gender, the number of respondents by education level and the number of respondents by occupation . Here is a picture of the respondent page:

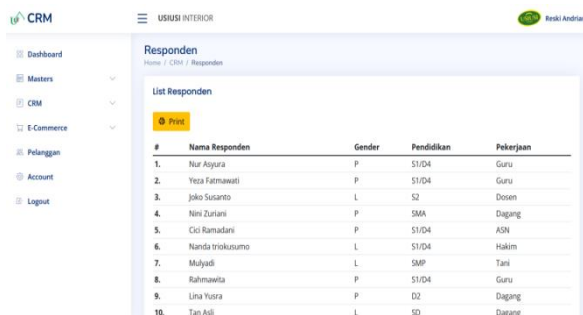


Figure 4. Respondent Page

**IPA and CSI Method Application Page**

This view shows the data that has been entered. previously on form input data by the user and then processed using the IPA and CSI methods The following is an image of the results page for applying the IPA and CSI methods:

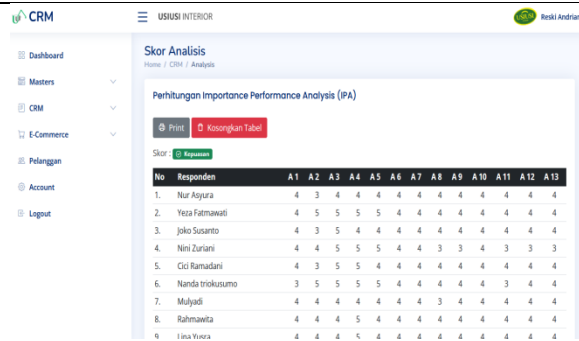
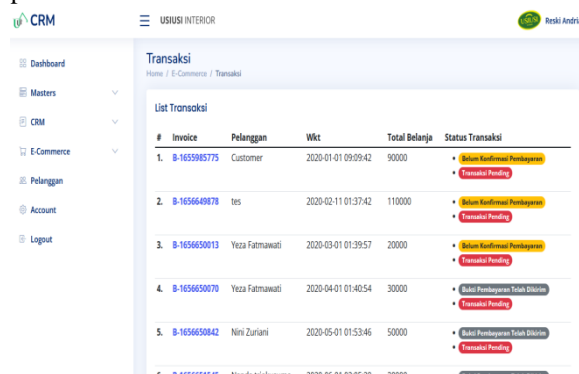


Figure 5. Results Page of the Application of Science and CSI Methods

**Page Data Transaction**

This view displays product purchase transaction data by customers containing invoice, customer, time, total purchases and status, so that display as in the following picture:



Picture 6. Appearance Transaction Data

**Page Data Payment**

Appearance This show Payment data that has been entered by the user is then confirmed by the admin that the payment process has been received, so that display as in picture following.

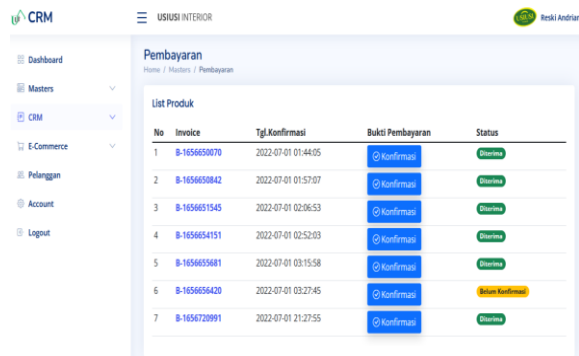


Figure 7 . Display Data Payment

**4. Conclusion**

By using the IPA and CSI methods in determining the extent of customer satisfaction with Usi-usi Gorden

interior services, namely 82 (82%) meaning that customers feel "very satisfied" with the service performance of Usi-Usi Gorden Interior. Validity and reliability tests are declared valid because they meet the specified requirements. By implementing the php/mysql programming language and using a database as a data storage, it will provide convenience in managing reports and producing fast and accurate information, so that it can help in decision making. With the use of an optimal computerized system, the process of processing sales and service improvement assessments will be able to minimize errors that occur .

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