



Application of Web-Based Customer Relationship Management in Marketing Information System: PT. BPR Bali Dananiaga



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Abstract

Business competition in the current era requires companies to be careful in marketing strategies, one of which is by utilizing information technology. Many social networks have been used to improve business products, one of which is a website. Why is it better to use website technology in marketing information systems, website-based technology can be easily accessed by many people. This study aims to establish relationships with companies through special website technology about complaints through social media in addition to introducing the company to the outside community to increase the database. This study uses descriptive qualitative methods and in-depth interviews with informants. The informants in this study were employees of PT BPR Bali Dananiaga and customers from BPR BDN. The determination of the informant is done by purposive sampling technique. Based on the research results, the research assumes with the help of this technology the company can carry out all marketing activities that are not only efficient but also effective. Besides, the website provides some information that makes it easy to receive fast and accurate information.

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1 Introduction

Business development in Indonesia has increasingly developed, especially in businesses engaged in banking. The number of banking sectors in Indonesia began to emerge very tight competition. It was said to be natural because of the large number of banks in Indonesia, particularly in the number of Rural Credit Banks (BPR). With the booming number of banks in Indonesia, this can certainly be a reference for every bank to keep a close eye on market conditions and immediately improve themselves and compete to become a financial institution that can truly be trusted by the wider community, the large presence of foreign banks also greatly affects the profitability of national banks. Therefore, each bank is required to immediately implement an effective long-term marketing strategy to be implemented to achieve the company's goals. In today's banking world, customers are not just a source of their opinion, but there is a relationship maintenance activity that is built through Customer Relationship Management (hereinafter abbreviated as CRM) to maintain customer trust (Zulfa, 2017; Ryals & Knox, 2001; Rygielski *et al.*, 2002; Bahrami *et al.*, 2012). The development of technology is now increasingly rapid, one of which is the internet. The ease that is obtained by using the internet was also utilized by the banking sector, namely the existence of website-based Customer Relationship Management. By seeing the growth of the internet and social media, a new opportunity arises for social CRM based CRM. Social CRM is designed to engage customers in a collaborative conversation to provide mutually beneficial value (Prasetyaningrum, 2017).

Literature Review

1. Customer Relationship Management

CRM is a combination of strategy, process, and technological change, in which the company gets better inside the company's customer information (Hair *et al.*, 2017). Brown (1999) and Rigby *et al.* (2003), explain that CRM is a process of obtaining, retaining, and developing profitable customers. CRM Requires A Clear Focus On Attributes That Can Generate Loyalty. So here CRM approves a concept or project, discusses a business strategy that is intended to be discussed, supports, and manages the needs of existing and potential customers of an organization. CRM discusses customer service on the web that can contain many forms such as answering customer questions, providing search services and discussing products, providing technical information, allowing customers to check the status of their orders, allowing customers to place orders online, asking customers to order products with personalized personalization with the desire of each customer (customized) (Turban *et al.*, 2011).

2. Components of CRM Success

The success of Customer Relationship Management (CRM) is determined by three main components (Lukas, 2001) is: Human, Process, Technology

a) People

Humans, in this case, are employees as implementing customer relationship management (CRM). In the human dimension, key factors that must be considered are organizational structure, roles and responsibilities, corporate culture, procedures, and overall change management program. Companies should not underestimate the importance of front line staff involved in building and running a Customer relationship Management (CRM) program.

b) Processes,

Systems and procedures that help humans to better recognize and establish close relationships with customers. According to Luke on this component there are 3 (three) activities that must be passed that is:

- 1) The identification stage is intended to determine precisely the criteria for consumers to be targeted, more precisely who will be our most profitable consumer. The essence of Customer Relationship Management (CRM) at this stage is to sort out which of the most profitable customers.
- 2) Phase differentiation, at this stage customers, are grouped into several groups. This is shown so that the company can create a service strategy and focus its energy on the existing groups.
- 3) Interaction stage, namely reciprocity between the customer and the company so that the company can learn more and in-depth about the wants and needs of the customer.
- 4) The personalization stage is more about studying consumer behavior. The concept of Customer relationship Management (CRM) is simply treating different customers with different treatments. A deeper philosophy is to treat the customer the way he wants, products and programs are adapted to the situation continuously by using all the information that has been previously obtained to make goods and services following the wants and needs of customers.

c) Technology

Technology is introduced to further help accelerate and optimize human factors and processes in daily Customer relationship Management (CRM) activities. Nevertheless, we still have to look at the business structure first. Consumer behavior, employees, and work culture, because technology cannot solve problems just like that. It is important to realize that technology is a supporting tool in complementing the added value of Customer relationship Management (CRM). Without technology, it will be very difficult to implement CRM strategies because customer interactions in all respects require the use of technology (web, email, telephone)

3. Social Media Marketing

[Gunelius \(2011\)](#), social media marketing is a form of direct or indirect marketing that is used to build awareness, recognition, memory, and actions for brands, businesses, products, people, or other entities and is carried out using tools from the social web such as blogging, microblogging, social networking, social bookmarking, and content sharing.

2 Materials and Methods

The analysis used is descriptive qualitative and interpretive, data collected through observation, in-depth interviews with informants. Interviews are conducted by referring to the interview guide, which begins with general questions and then conducts in-depth interviews according to conditions on the ground. Informants in this study include PT BPR Bali Dananiaga employees and PT BPR Bali Dananiaga customers. Purposive sampling technique. Purposive sampling according to [Nasution \(2016\)](#), is a type of sampling determination by taking people chosen correctly by the researcher according to the specific characteristics possessed by the sample, or carefully selected samples to be relevant to the research design. In the discussion used concepts and theories that have been listed, do not rule out the possibility of using other concepts and theories as supporters, which are considered relevant. Data is presented naturally, the expression is not converted into numbers. The research location is in the Office of PT BPR Bali Dananiaga.

3 Results and Discussions

The development of e-marketing has created a wide social marketing network (horizontal marketing network) ([Trainor et al., 2011](#); [Taylor & Stratton, 2010](#); [Rahimnia & Hassanzadeh, 2013](#)). Application of marketing activities with the help of social media sites such as web, Facebook, Twitter can create a variety of interests between individuals or the wider community, able to facilitate companies with customers online without geographical constraints ([Erdoğan & Cicek, 2012](#); [Stephen, 2016](#)). This research explains some advantages of e-marketing that can be enjoyed by companies, identical advertising costs with large funds in the legacy marketing model can be reduced without reducing the results being able to make companies low budget but high impact marketing. it has been proven through the results of an interview with Mr. Arta as director of PT BPR Bali Dananiaga said "If the promotion is published on social media such as its website, Facebook is far more efficient ... it's more efficient, saves time and people can see together in a large capacity" then Ms. Rahma as the marketing of PT BPR BDN said "I am happy if a company that supports technology development such as the web is sure everything is updated there... other than, any information is more transparent, because not all customers are easily educated through talk, but ask for concrete evidence, with transparency on the web, we will see that we do not make, we are not lying" Through this media, a company can influence customer, build customer loyalty and customer trust, develop interaction and dialogue with the customer, do research to find out customer behavior and see market opportunities as much as possible with looking what is needed and desired by a customer today.

Human perception as a supporter of the success of a program. The company involves its human resources through its skills, it is necessary to place employees in their respective expertise and fields. This is an important component not only for large-scale companies but also for medium industries. Based on the results of interviews about the success of CRM support components provide a positive response, researchers concluded from the interview results that the success of CRM is strongly supported by the ability of human resources, it is very necessary resources that have the skills, attitudes, actions and positive behavior towards the customer. That managing CRM requires a personal touch to the customer in the form of a visit to the customer, hearing customer complaints so that the emotional closeness will be established indirectly the employee will know the customer's profile.

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The process or method used by companies used to interact with customer. In this case the process as a system or procedure that can help employees to interact with customers. The process and application of the CRM program make it easy to offer transactions to customers and the process of getting closer or maintaining relationships with customers, in addition to that the company must also anticipate several steps in handling customer complaints. Based on the results of interviews about the components that support CRM gives a positive response, researchers consider the results of interviews with companies or employees implementing CRM must listen well and convey to companies that complain from customers because that's where the company can restore its performance. Like some complaints that were accommodated by Reningsih, as senior marketing who said "all complaints from customers must be immediately followed up because it was part of the response or input that will build the company going forward" some customers gave complaints about the company, the complaints must be immediately accommodated and analyzed by the company.

Technology is a facilitator of the customer relationship management program. Technology functions to facilitate access to knowledge, company information to customers, and analyze in-depth what the customer-specific needs. The knowledge that is owned about the customer will be used for marketing planning and marketing strategies of the company to retain old customers because it is believed that potential customers can provide benefits reaching 70% to 80%. This strategy is a very important factor in achieving company business success in building personal relationships with customers. As said by customers Desak Nyoman Utari "so when the bank change from using slip to machine, I am very happy ... I often complain to marketing, I have deposited in the other bank and using a machine, if your bank uses a deposit slip, my money won't be deposited in the bank instead used with marketing"... the similar statement said by Bayu Sandhi "if it can to use percentages for technology the remaining 60% is 40% human beings because I prefer technology if using the web is much more efficient for me because there must be frequently asked question applications, even faster access, using any technical questions can be answered for example google".

4 Conclusion

Using website technology in marketing information systems, in addition to helping operational costs, web-based technology can be easily accessed by many people. Besides using web-based technology can increase customer confidence about the company so that the company is approved to be able to retain its customers. Companies must immediately fix themselves, considering other companies that have implemented this method and are considered successful in implementing website-based marketing information systems (Yadnya *et al.*, 2019; Gelderman, 1998; Castro *et al.*, 2002). Displaying features such as customer complaint columns, question and answer forum questions are indispensable for website implementation. The website must be designed as attractive as possible, with attractive features that will make customers interested in visiting the company's website. This social network has become one of the alternative marketing media that gives big advantages compared to other marketing media which are often called to waste time and money without knowing the real results. In addition to technology, things that must be considered in participating in CRM implementation are human assistance in providing good services for finance, companies not only provide training about services but must provide training on technology, with human assistance, things that technology cannot do by humans so that the human components and technology complement each other.

Recommendation

Utilization of digital marketing is a must, considering the strategy in conducting marketing is also more modern with the use of tools towards more modern by utilizing the features available on the website. Considering that online marketing is increasingly widespread, companies must be able to keep up with it.

Conflict of interest statement

The authors declared that they have no competing interests.

Statement of authorship

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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