

ABSTRAK

Perkembangan teknologi yang sangat pesat memiliki peranan yang sangat penting khususnya dalam dunia bisnis. Saat ini semua transaksi dapat dilakukan secara *online* termasuk transaksi penjualan. Dengan adanya *e-commerce*, transaksi penjualan menjadi lebih mudah dilakukan, target pasar semakin luas, dan pendapatan semakin besar. Dengan banyaknya persaingan untuk mendapatkan pelanggan, dibutuhkan *Customer Relationship Management* untuk menjaga pelanggan agar tetap loyal dan mendapat keuntungan yang lebih besar. Salah satu bentuk CRM adalah sistem rekomendasi. Dengan sistem rekomendasi, promosi kepada pelanggan dapat dilakukan secara tepat dan pelanggan akan semakin nyaman berbelanja.

Kata Kunci: *e-commerce*, *customer relationship management*, sistem rekomendasi

ABSTRACT

The rapid development of technology, has a very important role especially in the business world. Today, all transaction can be done by online, including sales transactions. With the e-commerce, sales become easier to perform, the range of market target become wider, and greater revenue. With so many competitors, Customer Relationship Management is required to keep customer loyal and get greater revenue. One example of CRM is a recommendation system. Recommendation system can perform right promotions to customer dan customer will be convenient to shopping.

Keywords: e-commerce, customer relationship management, recommendation system

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