

ABSTRAK

Dalam laporan Tugas Akhir ini penulis membuat suatu aplikasi tentang Implementasi *CRM* pada *Website* Penjualan *Gaming Hardware*. Aplikasi *website* ini berbasis pemrograman *PHP* dan menggunakan konsep *CRM*. Aplikasi ini menyediakan barang untuk dijual. Dalam *history* penjualan tersebut, data diolah dengan sistem untuk mendapatkan suatu *value*. Selain itu juga ada fitur dari *website* ini antara lain forum, *shoutbox*, dan *Message*. Keuntungan dengan adanya konsep *CRM* pada *website*, diharapkan dapat memaksimalkan *profit* serta menjaga *relationship* dengan pelanggan.

Kata Kunci : Implementasi *CRM*, *Website*, *PHP*, Pemesanan.

ABSTRACT

In this final report the authors create an application on the Implementation of CRM in Gaming Hardware Sales Website. This web-based application programming PHP and uses the concept of CRM. This application provides the goods for sale. In the history of sales, the data processed by the system to get a value. There was also a feature of the website include a forum, shoutbox, and message. The advantage with the concept of CRM on the website, is expected to maximize profits and maintain relationships with customers.

Keywords: Implementation of CRM, Website, PHP, Ordering.

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