

ABSTRAK

Kunci keberhasilan perusahaan bukan semata terletak pada kualitas produk atau jasa, tetapi seberapa jauh upaya perusahaan memuaskan kebutuhan para pelanggannya kemudian memberikan pelayanan yang baik dan menyenangkan pelanggan untuk memastikan pelanggan tersebut menjadi pelanggan yang setia. Kesetiaan pelanggan menjadi satu faktor yang mendukung perusahaan dapat bersaing dengan kompetitor. *Customer Relationship Management* memungkinkan terciptanya kesetiaan pelanggan terhadap perusahaan. Berdasarkan perkembangan teknologi dan kebutuhan pelanggan akan akses layanan yang praktis dan efisien, maka diintegrasikannya konsep *Customer Relationship Management* dan suatu sistem yang terkomputerisasi akan menjadi nilai lebih bagi suatu perusahaan. Hasil dari penelitian ini adalah sebuah website jual beli barang bekas dengan mengimplementasikan *Customer Relationship Management* yang dapat meningkatkan kesetiaan pelanggan melalui fitur-fitur di dalam *website*.

Kata kunci : *Website*, jual beli, *Customer Relationship Management*.

ABSTRACT

Key to company success not only lies on products or services qualities, but how far the company's efforts to satisfy the needs of their customer and gives good and pleasing services to ensures that the customer becomes a loyal customer. Customer loyalty becomes a factor that supports the company to compete with competitors. Customer Relationship Management allows the creation of customer's loyalty towards the company. Based on development of technology and customer needs for easier and efficient service, then the integration of Customer Relationship Management and a computerized system will be a positive value for a company. The results of this research is a website which is implemented Customer Relationship Management which could increase customer loyalty through features on the website.

Keywords: Website, sells and purchases, Customer Relationship Management.

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