

ABSTRAK

Customer Relationship Management (CRM) merupakan salah satu sarana untuk menjalin hubungan yang berkelanjutan antara perusahaan dengan para stakeholder maupun *shareholdernya*. Saat ini banyak perusahaan yang memanfaatkan *Customer Relationship Management (CRM)* untuk menjalin hubungan dengan pelanggan. Dengan memanfaatkan CRM, perusahaan akan mengetahui apa yang diharapkan dan diperlukan pelanggannya sehingga akan tercipta ikatan emosional yang mampu menciptakan hubungan bisnis yang erat dan terbuka serta komunikasi dua arah di antara mereka. Dengan demikian kesetiaan pelanggan dapat dipertahankan. Tujuan penelitian adalah menggabungkan aplikasi *Customer Relationship Management (CRM)* yang didukung dengan penggunaan dan pengelolaan semua data yang diperlukan, khususnya data mengenai pelanggan, dengan menggunakan teknologi berbasis web. Proyek ini akan sangat membantu pemilik perusahaan dalam meningkatkan penjualannya, dapat menghindari resiko kehilangan informasi dalam catatan pemesanan tiket pesawat dan memudahkan konsumen dalam melakukan pemesanan tiket pesawat.

Kata Kunci: *website, customer relationship management, dan report.*

ABSTRACT

Customer Relationship Management (CRM) is one means to establish an ongoing relationship between the company and its stakeholders as well as shareholders. Today many companies are using Customer Relationship Management (CRM) to build relationships with customers. By leveraging the CRM, the company will know what is expected and required their customers so that it will create an emotional bond that is able to create business relationships and open and close two-way communication between them. Thus, customer loyalty can be maintained. The purpose of this research is to combine the application of Customer Relationship Management (CRM), which is supported by the use and management of all necessary data, particularly data about customers, using web-based technology. This project will greatly help the owner of the company in improving its sales, to avoid the risk of losing information in the record book a plane ticket and enable customers in booking airline tickets.

Keyword: *website, customer relationship management, and report.*

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