

ABSTRAK

Dengan semakin pesatnya perkembangan teknologi internet, maka kebutuhan akan penjualan barang menggunakan bantuan fasilitas internet tidak terelakkan lagi, seiring dengan berkembangnya teknologi internet maka muncul lah konsep yang dikenal dengan sebutan *e-commerce*. Dengan perkembangan teknologi itu maka dibutuhkan sebuah aplikasi yang dapat mengelola inventori dan penjualan untuk mendukung konsep *e-commerce*. Ditambah dengan inisiatif bisnis dari Customer Relationship Management (CRM) dengan harapan dapat membangun hubungan jangka panjang dengan customer. Pembuatan aplikasi menggunakan bahasa pemrograman PHP dan MySQL, bahasa tersebut dipilih karena memiliki fasilitas yang cukup lengkap untuk mendukung dalam pembuatan aplikasi. Sumber data diperoleh dari pihak CV.Rabbani dengan melakukan wawancara kepada pihak terkait. Hasil penelitian yang dicapai yaitu dengan diterapkannya fitur inisiatif bisnis CRM seperti *Cross Selling*, *Up Selling* dan *SMS Gateway* pada aplikasi web.

Kata Kunci : E-Commerce, Customer Relationship Management (CRM), SMS Gateway

ABSTRACT

With the rapid developments of Internet technology, the need for the sale of goods using the help of internet facility was inevitable, along with the development of internet technology is the emerging concept is known as e-commerce. Because of the rapid developments of internet technology, we required an application that can manage inventory and sales to support the concept of e-commerce. Coupled with business initiatives of Customer relationship Management (CRM) in the hope of building a long term relationship with customer. The application development using PHP and MySQL programming languages, the language was chosen because it has complete facilities to support the making of the application. Sources of data gathered from interviews CV.Rabbani with related parties. The results achieved with the implementation of the CRM business initiative features such as Cross Selling, Up Selling and SMS Gateway in the web application.

Keyword : E-Commerce, Customer Relationship Management (CRM), SMS Gateway

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