

**IMPLEMENTASI *CUSTOMER RELATIONSHIP MANAGEMENT* (CRM)
PADA SISTEM PENJUALAN BUKU BERBASIS *WEBSITE*
MENGUNAKAN *FRAMEWORK* LARAVEL
(STUDI KASUS RAYYA CREATIVA PURWOKERTO)**

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ABSTRAK

Perkembangan teknologi informasi mendorong pelaku usaha untuk mengubah model pelayanan menjadi lebih efisien dan berbasis digital. Namun, Rayya Creativa, sebuah UMKM di bidang penerbitan buku di Purwokerto, masih menjalankan proses operasional secara manual, terutama dalam pencatatan data pelanggan, transaksi penjualan, dan komunikasi dengan pelanggan. Kondisi ini menyebabkan pelayanan lambat, antrean pembeli, serta potensi menurunnya loyalitas pelanggan akibat keterbatasan sumber daya manusia dan sistem yang tidak terintegrasi. Studi terdahulu menunjukkan bahwa penerapan sistem *Customer Relationship Management* (CRM) dapat meningkatkan efisiensi operasional dan loyalitas pelanggan secara signifikan. CRM mampu mengotomatisasi manajemen pelanggan, mempermudah analisis data, serta memberikan layanan yang lebih personal dan responsif. Bahkan, kontribusi CRM terhadap peningkatan loyalitas pelanggan pada UMKM tercatat mencapai 85,6%. Dalam penelitian ini, dikembangkan sistem CRM berbasis *website* menggunakan *framework* Laravel sebagai solusi untuk meningkatkan efisiensi operasional dan loyalitas pelanggan di Rayya Creativa. Sistem ini dirancang untuk menjalankan fungsi operasional, analitik, dan kolaboratif sesuai prinsip CRM. Pengumpulan data dilakukan melalui observasi langsung terhadap proses bisnis, wawancara dengan pihak perusahaan, serta penyebaran kuesioner kepada pelanggan untuk mengukur potensi pembelian ulang apabila sistem CRM diterapkan. Hasil pengujian menunjukkan sistem memiliki tingkat keberhasilan tinggi dengan nilai *User Acceptance Test* (UAT) sebesar 92,95%. Selain itu, proyeksi *Repeat Purchase Rate* (RPR) meningkat dari 60% menjadi 85% setelah penerapan sistem, menunjukkan adanya potensi peningkatan loyalitas pelanggan sebesar 25%. Dengan demikian, sistem CRM yang dikembangkan berpotensi efektif dalam meningkatkan efisiensi layanan dan mempertahankan pelanggan secara berkelanjutan.

Kata Kunci: CRM, Laravel, Loyalitas Pelanggan, Penjualan Buku, *Repeat Purchase Rate* (RPR)

**IMPLEMENTATION OF CUSTOMER RELATIONSHIP MANAGEMENT
(CRM) ON A WEBSITE-BASED BOOK SALES SYSTEM USING THE
LARAVEL FRAMEWORK (CASE STUDY: RAYYA CREATIVA
PURWOKERTO)**

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ABSTRACT

The development of information technology has encouraged businesses to adopt more efficient and digital-based service models. However, Rayya Creativa, an MSME in the book publishing sector in Purwokerto, still operates manually, especially in customer data recording, sales transactions, and customer communication. This situation causes slow service, buyer queues, and potential decreases in customer loyalty due to limited human resources and an unintegrated system. Previous studies have shown that the implementation of Customer Relationship Management (CRM) systems can significantly improve operational efficiency and customer loyalty. CRM can automate customer management, facilitate data analysis, and provide more personalized and responsive services. Moreover, CRM's contribution to increasing customer loyalty in MSMEs has been recorded as high as 85.6%. This study develops a web-based CRM system using the Laravel framework as a solution to improve operational efficiency and customer loyalty at Rayya Creativa. The system is designed to perform operational, analytical, and collaborative functions according to CRM principles. Data collection was conducted through direct observation of business processes, interviews with company personnel, and questionnaires distributed to customers to measure the potential for repeat purchases if the CRM system is implemented. Test results show the system has a high success rate with a User Acceptance Test (UAT) score of 92.95%. Additionally, the projected Repeat Purchase Rate (RPR) increased from 60% to 85% after system implementation, indicating a 25% potential increase in customer loyalty. Thus, the developed CRM system has the potential to effectively improve service efficiency and sustain customer retention.

Kata Kunci: CRM, Laravel, Customer Loyalty, Book Sales, Repeat Purchase Rate (RPR)