



Customer Relationship Management (CRM) Strategies For Enhancing Promotional Effectiveness: A Case Study Of Zakiyah Shop

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Abstract—The rapid development of information technology has encouraged businesses to adapt to improve the effectiveness of marketing and customer service. Toko Zakiyah Serba Ada, a retail business specializing in fashion and daily necessities, still faces various challenges, such as manual promotional strategies, limited access to product information, and the lack of an integrated system for managing customer data and promotional activities. These conditions result in low promotional effectiveness and suboptimal customer relationships. This study aims to analyze the implementation of a web-based Customer Relationship Management (CRM) system to support more effective promotional strategies and increase customer loyalty. The research method used is a qualitative method with data collection techniques through interviews, observations, and literature studies. The data used comes from customer transaction history for the period November 2024 to October 2025. The results show that the implementation of a web-based CRM system is able to integrate customer data, transactions, and promotions into one structured system. This system provides various features such as live chat, messages, shopping carts, promotions, and reviews that support two-way interactions between the store and customers. In addition, the CRM system also enables customer behavior analysis so that promotional strategies can be implemented in a more targeted and data-driven manner. The conclusion of this study is that implementing web-based CRM positively impacts the effectiveness of promotional strategies and improves the quality of store-customer relationships. Therefore, a CRM system can be an appropriate solution for facing increasingly competitive business environments in the digital age.

Keywords—Customer Relationship Management (CRM), promotional strategies, information systems, customer loyalty, digital marketing.

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I. INTRODUCTION

Intense business competition drives entrepreneurs to enhance their capabilities and competitive advantages, fostering the ability and motivation to improve product marketing strategies. This enables them to manage their stores in more innovative and creative ways, thereby reaping greater benefits and profits through the utilization of technological media [1]. The rapid development of information technology has brought significant changes to various aspects of life, including in the fields of trade and marketing [2] [3]. Digital transformation is driving businesses to adapt to new trends in managing customer relationships [4].

Another issue is the lack of customer service support features that enable interaction between the store and customers, such as for submitting complaints, suggestions, or feedback. To address the issues mentioned above, a system is needed that can help improve the effectiveness of marketing, ordering, customer service, and customer data management [5] [6]. By implementing a web-based CRM, Toko Zakiyah Serba Ada can manage customer data within a single, easily accessible system, boost sales, and create more personalized and relevant promotions [7]. This system not only serves as a communication tool between the store and customers but also as a digital promotional platform capable of enhancing customer loyalty through a more interactive approach [8].

The implementation of CRM also enables stores to analyze buyer behavior, thereby allowing them to identify potential customers, manage transaction data, and provide product recommendations tailored to consumer preferences. As a result, promotional strategies can be data-driven rather than based solely on estimates [9] [10]. This approach aligns with relationship marketing theory, where marketing success is determined not only by short-term sales but also by the ability to build mutually beneficial long-term relationships [11] [12]. CRM is defined as “the overall process of building and maintaining profitable relationships with customers by providing superior value and customer satisfaction [13] [14]. Customer satisfaction models rely on the analysis of customer needs, expectations, and interactions with the organization and its services. Customer satisfaction models are primarily linked to CRM to obtain feedback regarding customers’ perceptions of the organization and its performance, as well as the fulfillment of customer expectations [15].

II. METHODOLOGY

This research has the following stages:

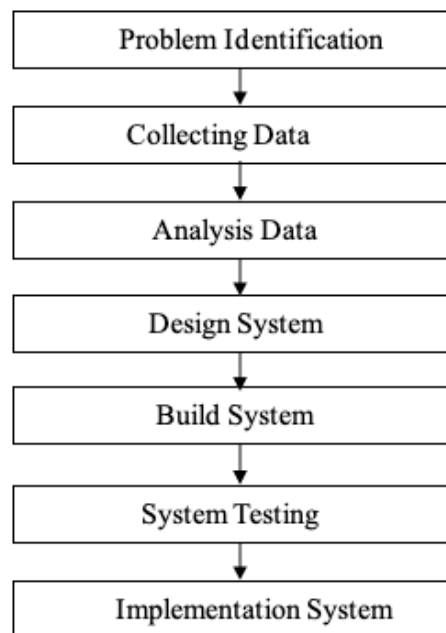


Figure 1. Research Stages

A. Problem Identification

Promotional effectiveness has become a critical issue in business competition, especially in the digital era where customer engagement and personalized marketing play an important role in increasing customer loyalty. Previous studies indicate that conventional promotional strategies, such as word-of-mouth marketing and non-targeted discounts, tend to be less

effective due to the absence of customer data analysis and lack of interaction management [8] [14]. In addition, the absence of an integrated system often results in difficulties in evaluating promotional performance and understanding customer behavior [9]. Based on these issues, many businesses still experience limitations in managing customer relationships and implementing data-driven promotional strategies. This condition leads to low promotional effectiveness and suboptimal customer retention. In this context, Toko Zakiyah Serba Ada is used as the object of research, where similar problems are identified, including manual promotional activities, lack of customer interaction features, and the absence of an integrated system to support marketing strategies.

B. Data Collection

The data used comes from customers who have a history of purchasing products, covering the period from November 2024 to October 2025. Zakiyah Serba Ada Store, located in Dusun 5, Air Teluk Hessa, Air Batu Subdistrict, Asahan Regency, North Sumatra, is a store that sells fashion items and other goods such as shirts, pants, and skirts, catering to customers ranging from children to adults. The current issue is that in Zakiyah Serba Ada Store's marketing process, customers must visit the store in person to view available products, and there is currently no targeted promotional strategy. To date, promotional strategies in many traditional stores are still carried out manually, such as through the distribution of brochures, word-of-mouth promotions, or discounts without systematic customer data analysis. This makes it difficult to measure the effectiveness of promotions and results in low customer retention rates.

C. Analysis Data

Data analysis in this study was conducted in stages to understand customer behavior patterns, the effectiveness of promotions, and the need for a more integrated marketing system at Toko Zakiyah Serba Ada.

D. Design System

The system design process will begin with UML design, specifically use case diagrams, class diagrams, activity diagrams, sequence diagrams, ERD, and flowcharts, which are useful for facilitating the development of the system [16]. The activities involved include designing the system and determining how to process the information based on the results of the system analysis so that the system to be developed for Toko Zakiyah Serba Ada can meet its requirements.

E. Build System

This information system was developed using the PHP programming language and the MySQL database [17]. PHP was chosen for its ability to build dynamic web applications and the availability of support on most hosting services, while MySQL was selected as a reliable and efficient relational database management system for storing transaction, customer, and promotional activity data.

F. System Testing

At this stage, the focus is on testing the developed system to determine whether it meets system requirements or produces the expected results [18]. System testing is conducted to evaluate the strengths and weaknesses of the system implemented by Toko Zakiyah Serba Ada.

G. Implementation System

ISystem implementation involves verifying whether the application of Customer Relationship Management methods aligns with the system implementation [19]. System implementation is carried out to finalize the design outlined in the documentation—

specifically, the system design that has been approved, tested, installed, launched, and put into use, whether it is a new system or an improved one.

III. RESULT AND DIISCUSSION

A. Analysis Data

The following is the product Zakiyah Serba Ada Store which can be seen in Table 1 below.

Table 1. Product Zakiyah Serba Ada Store

No	Name of Product
1	Woman's Shirts
2	Gamis
3	Women's Jeans
4	Men's Shirts
5	Men's Jeans
6	Men's Plain T-Shirts
7	Children's Clothing
8	Prayer Shawls
9	Skirts
10	Headscarver
11	Sarongs
12	Keper Pants
13	Koko Shirts
14	Blouses
15	Dresses

B. Design System

The design of this CRM system uses a use case diagram with the aim of explaining the system users in detail [20]. The following is the design of the use case diagram in figure 2.

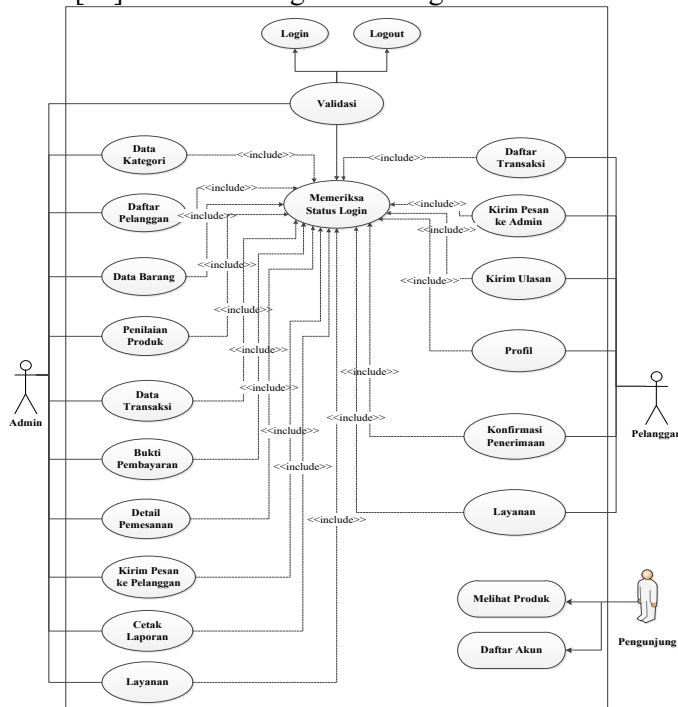
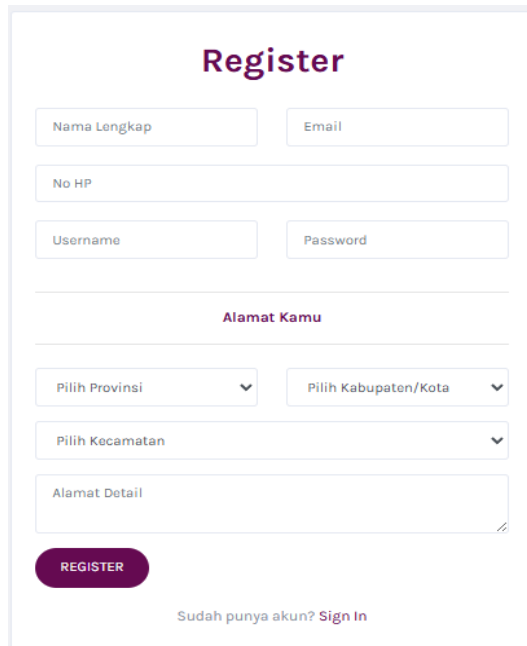


Figure 2. Use Case Diagram

C. Implementation System

1. Register Page

The register page is a website page view that can be accessed by users if they want to create a new account to log in to the website.

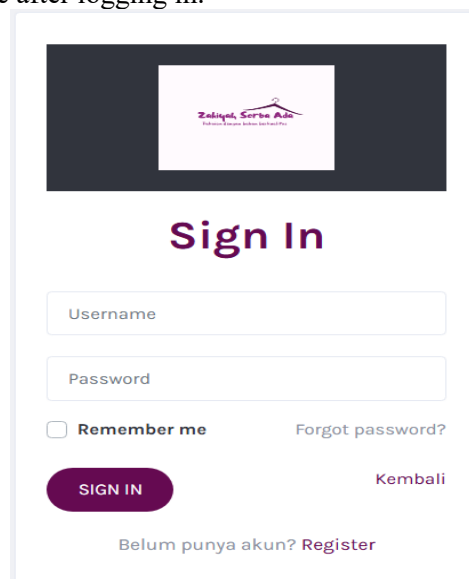


The Register page features a white background with a purple header. The title "Register" is centered at the top in a bold, purple font. Below the title, there are several input fields: "Nama Lengkap" and "Email" are side-by-side; "No HP" is a single-line field; "Username" and "Password" are side-by-side. Below these is a section titled "Alamat Kamu" (Your Address) with three dropdown menus: "Pilih Provinsi", "Pilih Kabupaten/Kota", and "Pilih Kecamatan". Below the dropdowns is a "Alamat Detail" text area with a small icon in the bottom right corner. At the bottom of the form is a purple "REGISTER" button and a link "Sudah punya akun? Sign In" in purple text.

Figure 3. Register Page

2. Login Page

The customer login page is the website page view that will be accessed by users to enter the main page of the website, after performing account verification to log in to the main page view of the website after logging in.



The Sign In page features a white background with a purple header. The title "Sign In" is centered at the top in a bold, purple font. Below the title, there are two input fields: "Username" and "Password". Below the input fields is a checkbox labeled "Remember me" and a link "Forgot password?". At the bottom of the form is a purple "SIGN IN" button and a link "Belum punya akun? Register" in purple text.

Figure 4. Login Page

3. Home Page

The main page of the website after login is the webpage view that can be accessed by users once they have verified their account to log in to the main page view of the website after login.

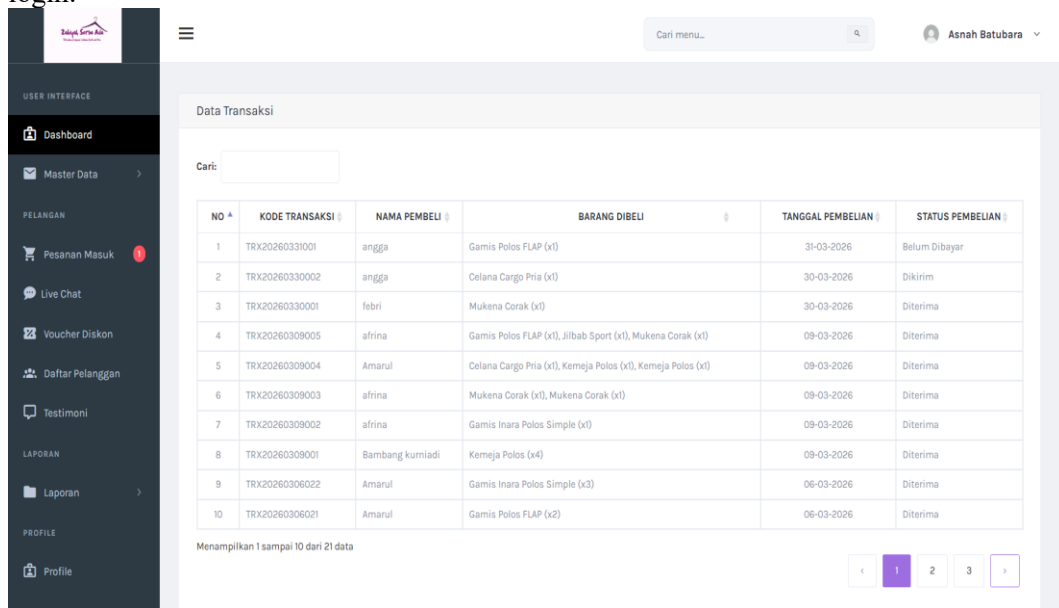


Figure 5. Home Page

4. Product Page

The product list page is a website page display that will show all the products available in the store.

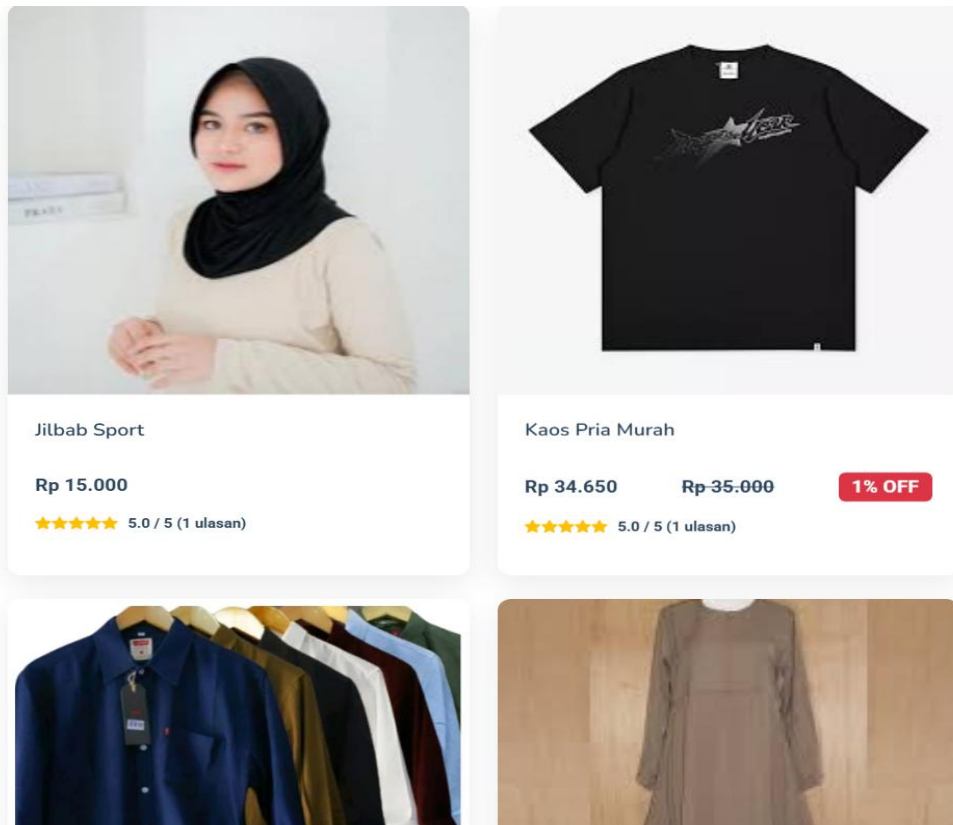


Figure 6. Product Page

5. Cart Page

The cart page is a website page view that will display the follow-up from the product detail page. If a customer places an order for one of the items on the product page, they will be redirected to the order cart page.

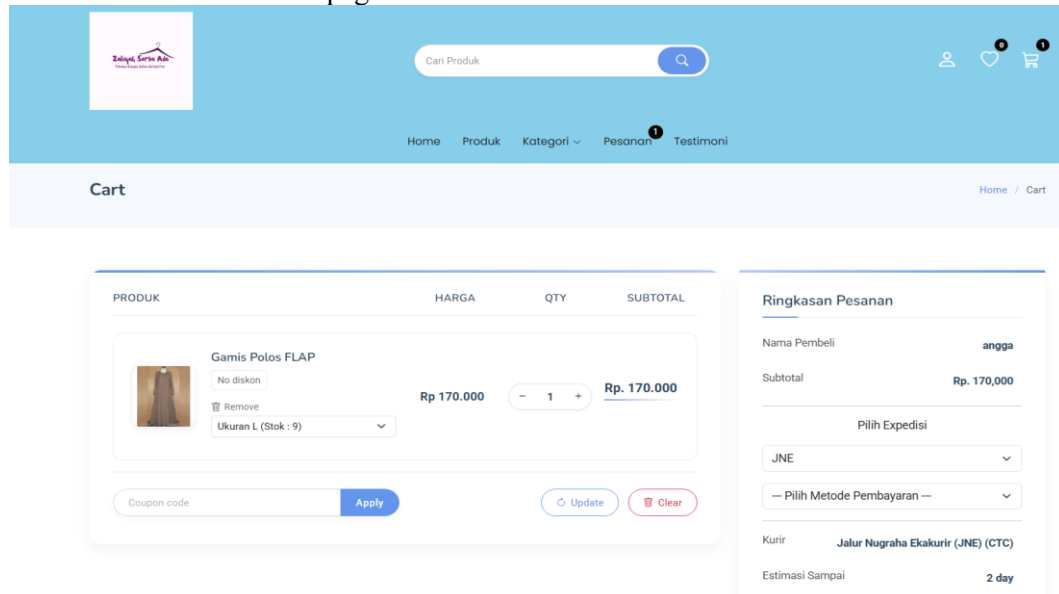


Figure 7. Cart Page

6. Checkout Page

This page is a follow-up from the order list. It contains order details, invoice code, shipping cost, and the customer's address.

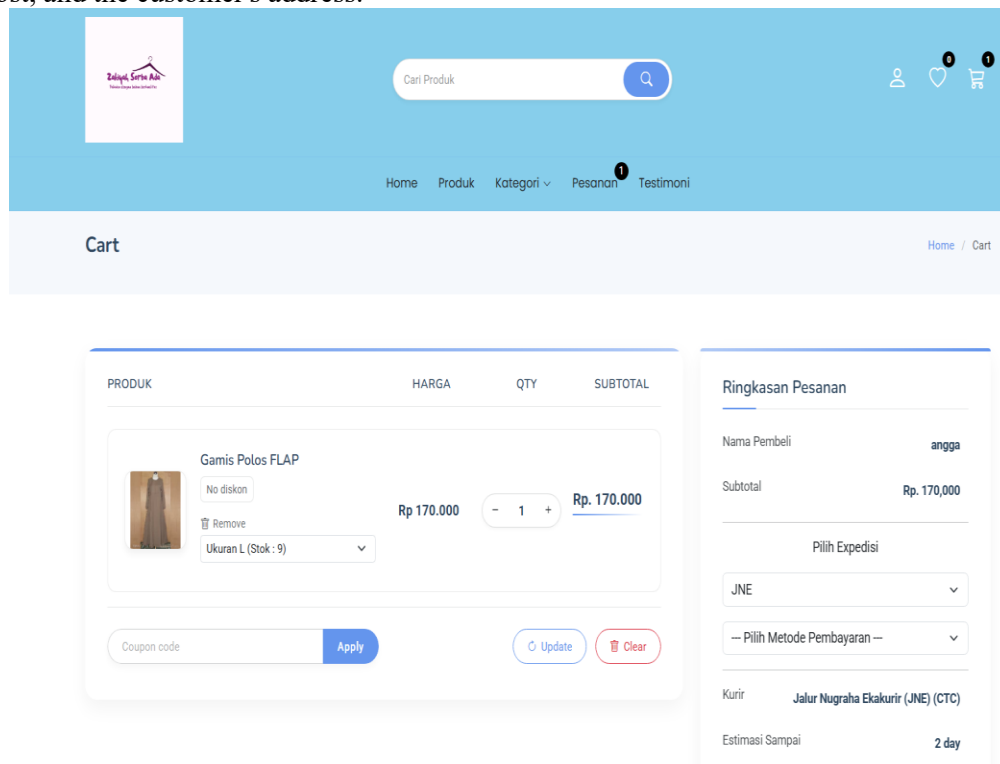


Figure 8. Checkout Page

7. Transaction Page

This page is a follow-up to the checkout page display. On this page display, there is a list of all orders from unpaid to completed orders.

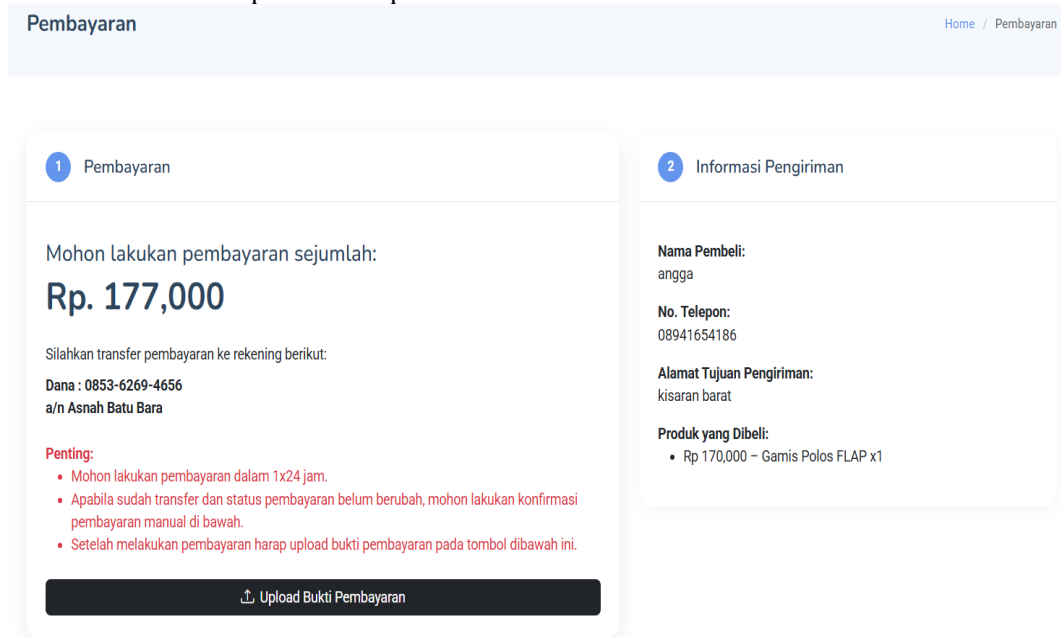


Figure 9. Transaction Page

9. Report Page

This page is used by owners/admins to view inventory reports and sales reports.

3/31/26, 10:46 AM Print Laporan Penjualan

TOKO ZAKIYAH SERBA ADA
Laporan Transaksi Pembelian
Periode 01 March 2026 s/d 31 March 2026

No	Kode Transaksi	Nama Pembeli	Barang Dibeli	Tujuan Pengiriman	Tanggal Pembelian
1	TRX20260330001	febri	Mukena Corak (x1)	kisan barat	30-03-2026
2	TRX20260309005	afrina	Gamis Polos FLAP (x1), Jilbab Sport (x1), Mukena Corak (x1)	Kisaran Barat	09-03-2026
3	TRX20260309004	Amarul	Celana Cargo Pria (x1), Kemeja Polos (x1), Kemeja Polos (x1)	Kisaran Barat	09-03-2026
4	TRX20260309003	afrina	Mukena Corak (x1), Mukena Corak (x1)	Kisaran Barat	09-03-2026
5	TRX20260309002	afrina	Gamis Inara Polos Simple (x1)	Kisaran Barat	09-03-2026
6	TRX20260309001	Bambang kurniadi	Kemeja Polos (x4)	Kisaran Timur	09-03-2026
7	TRX20260306022	Amarul	Gamis Inara Polos Simple (x3)	Kisaran Barat	06-03-2026
8	TRX20260306021	Amarul	Gamis Polos FLAP (x2)	Kisaran Barat	06-03-2026
9	TRX20260306020	Amarul	Gamis Polos FLAP (x1)	Kisaran Barat	06-03-2026
10	TRX20260306019	Amarul	Jilbab Sport (x5)	Kisaran Barat	06-03-2026

Figure 10. Report Page

Discussion

The implementation of the web-based Customer Relationship Management (CRM) system provides measurable improvements in promotional effectiveness compared to the previous manual approach. Before the implementation, promotional activities were carried out conventionally without utilizing customer data, resulting in low engagement, limited customer reach, and difficulty in evaluating promotional performance. In addition, the absence of an integrated system caused inefficiencies in managing customer interactions and transaction records. After the implementation of the CRM system, promotional activities become more structured and data-driven, as the system is able to store customer data, transaction history, and interaction records in an integrated manner. This enables the business to deliver more targeted promotions and improve communication with customers through features such as live chat and messaging. As a result, customer engagement and service responsiveness show noticeable improvement. Furthermore, based on comparative analysis before and after system implementation, there is a positive trend in promotional effectiveness, indicated by improved customer interaction and transaction management. Although this study does not perform a statistical t-test due to limited quantitative data, the observed improvements suggest that the CRM system contributes significantly to solving the identified problems. Therefore, it can be concluded that the implementation of CRM effectively addresses the issues of low promotional effectiveness and lack of customer relationship management in the previous system.

IV. CONCLUSION

Based on the author's research on CRM strategies for promotional efforts at Toko Zakiyah Serba Ada, several conclusions can be drawn: CRM integration can improve customer service for both new and existing customers, and the application of CRM methods in the sale of fashion products at Toko Zakiyah Serba Ada can be seen in several features, such as discounts, sending direct messages, and viewing comments from customers who have already ordered products.

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