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**ANALISYS AND DESIGN E-CUSTOMER RELATIONSHIP
MANAGEMENT FOR INDONESIAN STEEL TUBE WORKS COMPANY**

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ABSTRACT

The demand of steel has been grown fast that makes competition between industries that produce the same product. E-Customer Relationship can support increasing sale and increasing the relationship between customer for long term. This thesis will explain interview analysis on internal company, using value chain method to analyze problem and using Critical Success Factors to determine what kind of e-Customer Relationship Management that fit for the company. The object of study is ISTW Company which is company that offer steel.

The interest of sport has been grown fast in the past decade that makes competition

Key Words: *E-Customer Relationship Management, Value Chain, Critical Success Factors.*

ABSTRAK

Tingginya permintaan terhadap baja olahan menyebabkan peningkatan persaingan antar industri sejenis yang menawarkan baja olahan. *E-Customer Relationship Management* dapat mendukung peningkatan penjualan dan meningkatkan hubungan dengan pelanggan dalam jangka panjang. Penulisan tugas akhir ini menjelaskan analisa berdasarkan wawancara langsung terhadap internal perusahaan, menggunakan metode analisa masalah dengan menggunakan *value chain* dan menggunakan metode *Critical Success Factors* untuk menentukan usulan sistem *e-Customer Relationship Management* yang tepat bagi perusahaan. Objek penelitian ini adalah PT. ISTW yang merupakan perusahaan yang menawarkan baja olahan.

Kata Kunci: *E-Customer Relationship Management, Value Chain, Critical Success Factors.*