

V. BAB V KESIMPULAN DAN SARAN

A. KESIMPULAN

Dari penelitian yang telah dilakukan , maka dapat ditarik kesimpulan sebagai berikut:

1. Analisis dan pengembangan sistem E-CRM dengan memanfaatkan web dan model CRM mendukung rencana strategi bisnis pada Bank BPD DIY Cabang Utama telah berhasil dilakukan.
2. Prototype system E-CRM dikembangkan berdasarkan analisis dan perancangan system E-CRM diatas(bagian 2).
3. Hasil kualitas prototype sistem E-CRM Bank BPD DIY Cabang Utama berada pada rerata 3.11 pada *Tabel Range Score* yaitu tergolong dalam kategori baik.

B. SARAN

Berdasarkan hasil penelitian yang dilakukan peneliti memiliki beberapa saran yang dapat dipertimbangkan. Adapun saran yang dimaksud adalah sebagai berikut:

1. Pengembangan aplikasi prototype system dengan aplikasi mobile seperti *Apple IOS* atau *Google Android*.
2. Pada penelitian selanjutnya diharapkan melakukan CRM dengan menggunakan *SMS Gateway*.

DAFTAR PUSTAKA

- A.Payne, a. P. (2005). A Strategic Framework for Customer Relatoionship Management. *Journal of Marketing*, 69, 167-176.
- Aghaei, S., Nematbakhsh, M., & H, K. F. (2012). Evolution of the World Wide Web : From Web 1.0 to web 4.0. *International Journal of Web and Semantic Technology*, vol.3(1), 1-10.
- Agus, S. (2001). Manajemen Pengantar (Edisi Revisi). YKPN. Yogyakarta.
- Ahuja, V., & Medury, Y. (2010). Corporate blogs as e-CRM tools : Building consumer engagement through content management. *Journal of Database Marketing and Customer Strategy Management*, vol. 17(2), 91-105.
- Almunawar, M. N., & Anshari, M. (2012). Improving Customer Service in Healthcare with CRM 2.0.
- Anabila, P., & Awunyo-Vitor, D. (2013). Customer Relationship Management: A Key to Organisational Survival and Customer Loyalty in Ghana's Banking Industry. *International Journal of Marketing Studies*, Vol. 5(1).
- Andreani, F. (2007). Customer Relationshi Management (CRM) dan Aplikasinya Dalam Industri Manufaktur dan Jasa. *Jurnal Manajemen Pemasaran*, Vol 2(2), 59-65.
- Askool, K. N. (2010). Scoping Study to Identify Factors Influencing the Acceptance of Social CRM. *Informatics Research Centre*, 10(5).
- Berson, A., Smiith, S., & Thearling, K. (2000). Building Data Mining Applications for CRM. *McGraw-Hill, New York*.
- Bohling, T., Bowman, D., LaValle, Mittal, V., Narayadas, D., Ramani, G., & Varadarajan, R. a. (2006). CRM implementation : Effectiveness issues and insights. *Journal of Service Research*, vol. 9(2), p. 184-194.
- Buttle, F. (2009). Customer Relationship Management (2nd ed.). *Burlington : Elsevier Ltd*.
- Chandra, S., & Strickland, T. J. (2004). Technological differences between CRM and eCRM. *Issues in Information System*, Vol.5(2), P. 408-413.

- Constantinides, & Fountain. (2008). Conceptual Foundations and Marketing Issues. *Journal of Direct, Data and Digital Marketing Practice*, vol 9(3), 231-244.
- Dileep Kumar, M. S. (2013, Mar). Customer Relationship Management in Industrial Bank. *Information Management and Business Review*, Vol 5(3), 113-118.
- Efraim Turban, L. V. (2012). Information Technology for Management. *International Student Version*.
- Haghtalab, D. H., & Amirusefi, R. (2011). Survey Relationship between customer relationship management and service quality, satisfaction and loyalty (Case study Mellat bank). *Interdisciplinary Journal of Contemporary Research in Business* , VOLUME 3(6).
- Jackson, T. (2007). Personalisation and CRM. *Journal of Database Marketing*, vol. 15(1), 24-36.
- K.S.Burns. (2008). A historical examination of the development of social media and its application to the public relation industry. in *2008 ICA Preconference Montral, Quebec, Canada*.
- Kalakota, R., & Robinson, M. (2001). E-business : Roadmap For Success. *Addison_Wesley Longman, Inc, Canada*.
- Levy, M. (2009). Web 2.0 implications on knowledge management. *Journal of Knowledge Management*, vol.13(1), 47-62.
- M.N.K.Boulos, I. a. (2006). Wikis, Blog and podcosts: a new generation of web-based tools for virtual collaborative clinical practice and education. *BMC Medical Education* , 6(41), pp.
- Merriam, W. (1993). Webster's Third New Internasional Dictionary.
- Milovic, B. (2012). Application of Customer Relationship Management Strategy (CRM) in Different Business Areas. *Economics and Organization*, Vol. 9, 341 - 354.
- P.Grenberg. (2009). CRM at the Speed of Light. *Social CRM Strategies, Tools, and Techniques for Engaging Your Customers.USA :McGraw-Hill Osborne Media*.

- Stone, M. (2009). Staying customer-focused and trusted : web 2.0 and Customer2.0 in Financial Services. *Journal of Database Marketing and Customer Strategy Management*, 2(16), 101-131.
- Suherman, E. (2008). *Desain Pembelajaran Kewirausahaan*, Bandung: Alfabeta.
- Wahyuningsih, S. (2013). Penggunaan Internet Mobile di Kalangan Mahasiswa. *Mobile Internet Uses among College Students*, 15(2), 171-184.
- Ward, J. &. (2002). *Strategic Planning for Information Systems. 3rd edition, John Wiley and Sons Ltd., England.*
- Whiteley, D. (2000). *E-Commerce Strategy, Technologies and Applications. McGraw-Hill International Editions.*
- Whitten L, J. B. (2004). *Metode Desain dan Analisis Sistem*. Terjemahan oleh Tim Penerjemah ANDI.
- Zikmund, W. G. (2003). *CustomerRelationdhip Management : Integrating Marketing Strategy and Information. John Wiley and Sons.Inc, USA.*