

ABSTRACT

Ace Member Rewards is the kind of member service given by Ace Hardware Indonesia for Ace Hardware Indonesia customers by provide good service to all member. At this point, in Ace Hardware Indonesia registration become Member Ace Rewards conducted in manual process of input data to the system by Customer Service. Customer who has become Member Ace Rewards can already check point after spending of Rp 100.000 one points. However, it was difficult for the customer as a customer have to go to nearby store Ace Hardware Indonesia and ask to the Customer Service. Later, Ace Member Rewards having trouble in knowing points gained based on the result of transaction. Ace Hardware Indonesia cooperate with hotels, recreation places and café throughout cities in indonesia to get special discount, but this information not well known by the customer. System Customer Relationship Management Member Ace Rewards is develop to resolve issues facing and improving customer loyalty.

Development of design system for Customer Relationship Management Member Ace Rewards uses the methodology system development Software Development Life Cycle (SDLC) and the method Waterfall and Data Flow diagrams, designing for closely related tables in the database using Entity Relationship Management. Implementation to the development of these systems using the programming language PHP and MySQL.

Development of Customer Relationship Management Member Ace Rewards has facilities to view, insert, change and manage the data member, confirmation of payment data, customer care, history points, transaction information, promos, merchant and quiz.

Keywords : Ace Hardware Indonesia, Member Ace Rewards, Customer Relationship Management, customer loyalty

ABSTRAKSI

Member Ace Rewards adalah jenis layanan Member yang diberikan oleh Ace Hardware Indonesia untuk *Customer* Ace Hardware Indonesia dengan memberikan layanan terbaik kepada memebnnya. Pada saat ini dalam melakukan registrasi pembuatan Ace Member Rewards dilakukan secara manual dengan proses pengiputan data ke sistem dilakukan oleh pihak Customer Service. Customer yang sudah menjadi Member Ace Rewards Indonesia dapat melakukan pengecekan poin yang sudah di dapatkan dari hasil pembelanjaan Rp 100.000 satu poin. Tetapi, hal itu menyulitkan customer karena customer harus mendatangi Store Ace Hardware terdekat dan menyanyakannya ke pihak Customer Service. Kemudian, Member Ace Rewards mengalami kesulitan dalam melihat poin yang di dapatkan berdasarkan hasil transaksi. Ace Hardware Indonesia melakukan kerjasama *merchant* ke hotel-hotel, tempat wisata dan café diseluruh Indonesia agar customer Member Ace Rewards Indonesia mendapatkan diskon khusus, tetapi informasi keuntungan menjadi Member Ace Rewards Indonesia ini tidak banyak diketahui oleh customer Ace Hardware Indonesia, maka dikembangkan Sistem *Customer Relationship Management* Member Ace Rewards untuk menyelesaikan masalah yang dihadapi dan meningkatkan loyalitas *customer*.

Perancangan Pengembangan Sistem *Customer Relationship Management* Member Ace Rewards ini menggunakan metodologi pengembangan sistem Software Development Life Cycle (SDLC) dengan metode *Waterfall* dan *Data Flow Diagram*, untuk merancang tabel-tabel berelasi pada *database* menggunakan *Entity Relationship Management*. Implementasi untuk pengembangan sistem ini menggunakan bahasa pemrograman PHP dan MySQL.

Pengembangan Sistem *Customer Relationship Management* Member Ace Rewards ini mempunyai fasilitas melihat, memasukkan, mengubah dan kelola data member, data konfirmasi pembayaran, *customer care*, *history* poin, informasi transaksi, promo, *merchant* dan kuis.

Kata kunci : Ace Hardware Indonesia, Member Ace Rewards, *Customer Relationship Management*, loyalitas *customer*