

APPLICATION OF USER-CENTERED DESIGN (UCD) METHOD IN THE IMPLEMENTATION OF CUSTOMER RELATIONSHIP MANAGEMENT INFORMATION SYSTEM AT SALON D'MUTIA MUARA ENIM-BASED SMS GATEWAY

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ABSTRACT

The Mutia Salon Muara Enim caters to people from all walks of life and socioeconomic statuses with its services, spas, beauty, and personal care offerings. User-centered design (UCD) is implemented in this research to attract new clients, strengthen existing connections, and keep loyal patrons returning. This research was developed utilizing the Framework for the Application of System Thinking (FAST) technique. In the end, the SMS is the to the, since a website application has the same features.

Keywords: User-centered design, salon, customer relationship management, website, sms gateway.

INTRODUCTION

The development of technology and information today is increasingly developing in various sectors, especially in an increasingly tight business. A company must provide good customer service because customers are significant assets, so the company must carry out the right strategy to compete in the business world. Companies can implement a Customer Relationship Management system to compete in the business world. User-Centered Design (UCD) is a design philosophy that puts the user at the center of the system development process. The UCD approach has been supported by a variety of techniques, methods, tools, procedures, and strategies that help design interactive systems that are more user-centric. UCD's goal is more than just making valuable products. Salon D'Mutia Muara Enim is a company engaged in services, spas, beauty, and personal care. It has a service system that needs to be improved because, in the order process, customers must come directly to the office, so it takes a long time to place an order; customers can also order by phone so that the information provided to customers is minimal. The company has yet to use media that can provide product information to customers.

Based on the analysis results, to meet these customers' needs and desires, the company can apply User-Centered Design (UCD) to support service activities at the salon. In addition, operational CRM processes include integrated automation of the entire business process, such as marketing, sales, and automation. Service. One application of operational CRM can be through the web, which can provide product searches, services regarding product usage information, and online ordering and SMS gateways that use UCD for design.

RESEARCH METHODS

In this study, the system development method is FAST (Framework for the Application of System Thinking). There are eight (eight) phases or stages in this method, namely, Scope Definition, Problem Analysis, Requirement Analysis, Logical Design, Decision Analysis, Physical Design and Integrations, Construction and Testing, and Installation and Delivery.

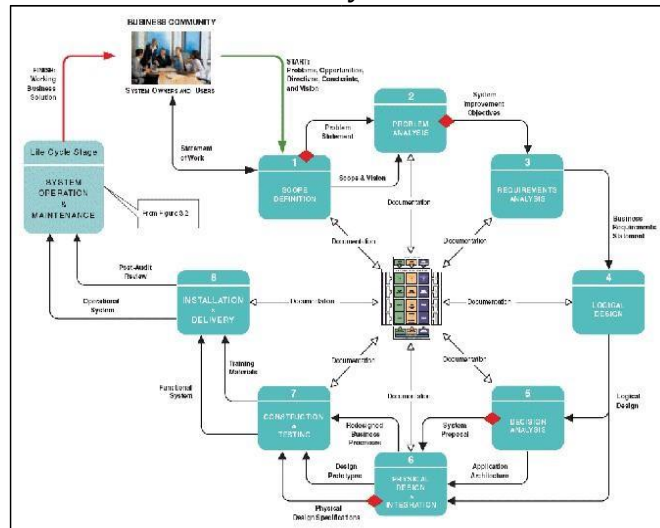


Figure 1. Stages of the FAST Method

RESULTS AND DISCUSSION

User-Centered Design at Salon D'Mutia is a web application with additional functions of SMS gateway with client/server orientation built to support services that run at the salon, especially online ordering and ordering via SMS. The web-based UCD and SMS gateway can support the running of customer activities and D'Mutia salons in accessing information, ordering, and the availability of relationships between customers and salons using forum services.

Web-based UCD and SMS gateway have key features in online booking. In addition, the admin is a user who manages the system and data. Some users can place online orders and forums and access information on this system, namely customers. In this study, the interface design was based on a survey of 50 respondents of D'Mutia salon customers. The study that has been carried out is analyzed to get the graph results, which can be seen in the picture below.

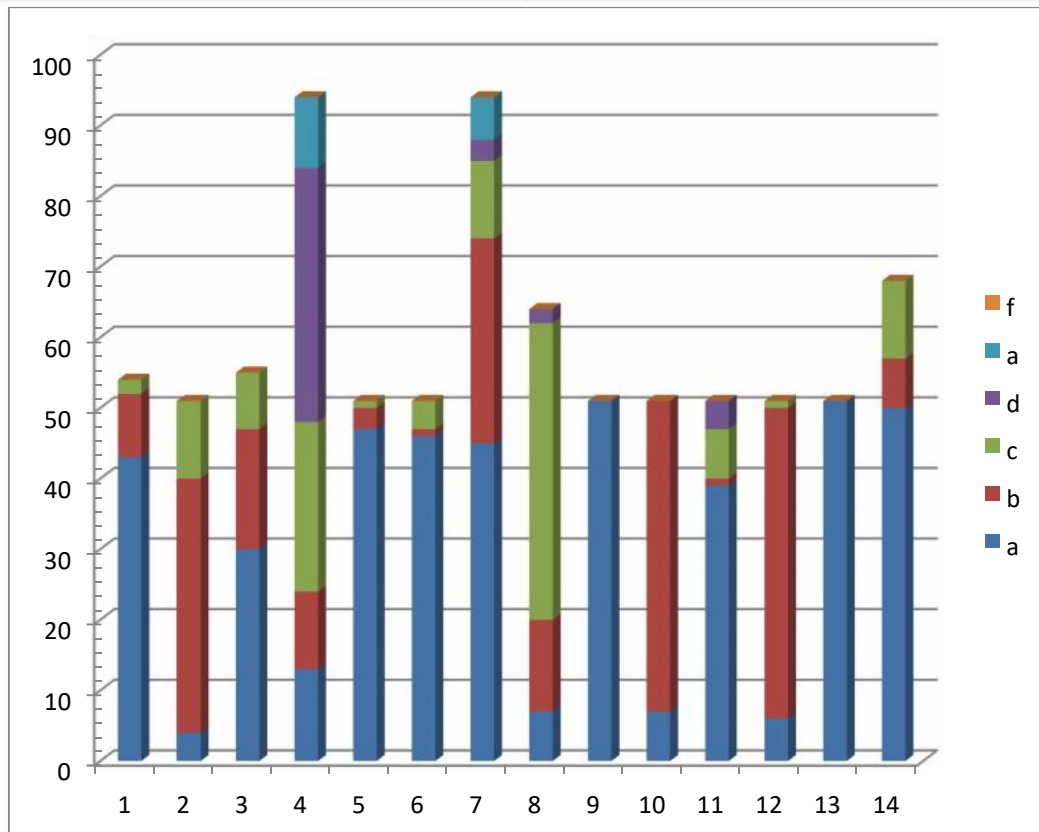


Figure 2. Respondents of D'Mutia salon customers

In addition, the results of the questionnaire were tested on the validity and reliability values of each. The validity value is carried out to measure the level of accuracy in the questionnaire results. Meanwhile, the reliability value to calculate the consistency of the questions on the questionnaire.

Tabel 1. Reliability Statistics

Cronbach's Alpha	N of Items
,916	14

Tabel 2. Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
V1	130,5000	22750,300	,941	,899
V2	131,0000	26580,400	,236	,922
V3	130,3333	23968,267	,990	,902
V4	123,8333	28160,967	-,106	,929
V5	131,0000	22512,800	,882	,900
V6	131,0000	22696,800	,870	,901

V7	123,8333	22401,767	,975	,897
V8	128,8333	27268,967	,064	,928
V9	131,0000	22193,600	,845	,901
V10	131,0000	26012,800	,272	,923
V11	131,0000	23598,400	,866	,903
V12	131,0000	26137,200	,251	,924
V13	131,0000	22193,600	,845	,901
V14	128,1667	22125,367	,925	,898

The validity of each question from the initial stage design of D'Mutia's salon can be seen in the column Corrected Item-Total Correlation. This value is the result of the correlation between each question item and the total for which variance correction is made. Because the question item was invalid, it was removed from the initial design stage and re-analyzed.

Table 3. Reliability Statistics (After Reanalysis)

Cronbach's Alpha	N of Items
,990	9

Table 4. Item-Total Statistics (After Reanalysis)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
V1	78,6667	19392,667	,995	,987
V3	78,5000	21058,300	,899	,992
V5	79,1667	18890,167	,992	,987
V6	79,1667	19034,567	,988	,988
V7	72,0000	19778,800	,868	,992
V9	79,1667	18421,367	,981	,988
V11	79,1667	19986,967	,974	,989
V13	79,1667	18421,367	,981	,988
V14	76,3333	18743,467	,989	,988

CONCLUSION

Based on the results of the research conducted and the results of the discussion that has been described in the previous chapters, the following conclusions can be drawn:

1. With the application of the User Centered Design method in the implementation of the Customer Relationship Management information system at D'Mutia Salon, it can create or design a website appropriately. It can meet customer needs, making it easier for customers to access the website because it is started or designed based on customer wishes, increases its usability (level of usability), and can produce a website with maximum appearance and functionality.
2. The presentation of service product data information available at D'Mutia salon in the form of an online catalog and SMS Gateway so that it can help customers get information about existing service products without having to come directly to ask for information and order service products and with the promotion of service products can attract customers to join. The existence of SMS gateway services also makes it easier for D'Mutia salons to send information to many numbers at once. In addition, the process of delivering information becomes faster. Similarly, customers can place orders only by SMS.

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