

Meningkatkan loyalitas melalui segmentasi pelanggan pada usaha kecil dan menengah (UKM) dengan metode customer lifetime value dan association rule: studi kasus UKM fashion = Increase loyalty through customer segmentation in small and medium enterprises (SMES) method of customer lifetime value and association rule: case study fashion SME

Hardiansyah, author

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Abstrak

ABSTRACT

Masyarakat Ekonomi ASEAN MEA yang terwujud pada tahun 2015, membawa banyak kesempatan dan tantangan kepada Indonesia sebagai salah satu negara anggotanya. Untuk menjawab tantangan MEA Indonesia akan mendorong Usaha Kecil dan Menengah UKM dan mengembangkan pengimplementasian industri 4.0. Terdapat lima sektor industri nasional yang akan menjadi unggulan untuk memperkuat fundamental struktur manufaktur Tanah Air dalam mengimplementasikan sistem revolusi industri keempat, dimana salah satu sector tersebut adalah fashion. Dalam usaha memenuhi tanggung jawab tersebut UKM harus dapat meningkatkan daya saing mereka dengan cara mempertahankan pelanggan dan pemanfaatan teknologi. Tujuan dari penelitian ini adalah mendapatkan strategi CRM untuk UKM dibidang fashion melalui segmentasi pelanggan berdasarkan customer lifetime value CLV melalui pendekatan model Recency, Frequency, dan Monetary RFM dan strategi customer development berdasarkan association rules. Didapatkan beberapa strategi customer development dari berbagai kluster yang telah dihasilkan dan strategi cross-selling dari pengolahan pola pembelian pelanggan dengan menggunakan association rules. Strategi tersebut diberikan sehingga UKM dapat perform dalam memanfaatkan e-commerce serta dapat meningkatkan loyalitas pelanggannya serta meningkatkan daya saing.

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ABSTRACT

The Asean Economic Communities AEC, which has been happening since 2015, brought various challenges and opportunities for Indonesia as a member of ASEAN. To successfully face AEC challenges, Indonesia will stimulate Small and Medium Enterprises SMEs and develop the implementation of industry 4.0. There are five national industrial sectors that will be superior to strengthen the fundamentals of the country's economic structure in implementing the fourth industrial revolution system, where one of these sectors is fashion industry. As an effort to fulfill their responsibilities, SMEs need to be able to improve their market capability by retaining their customers and emerging technologies. As for the purpose of this research is to design CRM strategy for SMEs in the fashion sector by creating customers' characteristics segmentation based on customer lifetime value CLV using the Recency, Frequency, and Monetary RFM approach and customer development strategy that is relevant with the products as a result from association rule method. There are several customer development strategies from various clusters that have been generated and cross selling strategies from processing customer purchasing patterns using association rules so that these SMEs can perform by utilizing e-commerce as well as improving customers' loyalty and improving market capabilities.