

## **ABSTRACT**

*Great companies have always been built around strong customer relationships. Customers are very worthy assets for every company. Therefore, companies try to hold out the loyalty of their customer because it would impact a continuously purchasing of their products and customer willingness to recommend to the others. These advantages urge company to design and built a business strategy that will keep the customer be loyal using products/services offered. CRM enables today's companies to maximize the value of their customer relationships through systematic use of technology and analysis of customer information.*

*The goals of CRM are to make the company know more detail about their customers so they can give what customers really needs and wants and build strong relationships with the customer. Therefore, web based Customer Data Information System is needed to manage PT. Samugara Artajaya Mobile Bunker Agent's customer data on the implementation.*

*Using Customer Data Information System, Marketing Division of PT. Samugara Artajaya Mobile Bunker Agent can own tools that can help to save, manage and show the customer's data. The required data are: Customer Profile, Transactions and Customer's Ships. This system also can be use to give information about increment of customer, increment of transactions and customer's new information update, such as, top management birthday and marketer's approaching status. From those manipulation data processes, marketing divisions will be able to take decisions fit to the information viewed. Supporting software that required to build this application are: PHP as scripting language, Apache Web Server, and MySQL as database manipulator. To viewing data from database, web browser is used.*

*This application will be able to be used as Marketing Division of PT.Samugara Artajaya helping tool in giving detailed information about customer profil, customers' intensity and transaction pattern in certain period of time and the graph that represents customers' total transaction that will be useful to see the trend of customer's transaction frequency also another supporting information such as client's top management birthday as references in defining CRM strategy on marketing activity to keep the customer.*

**Keywords: Customer Relationship Management (CRM), marketing, Information System**