

Segmentasi pelanggan pada Customer Relationship Management di perusahaan ritel: studi kasus PT Gramedia Asri Media = Customer segmentation for customer relationship management on retail company: case study PT Gramedia Asri Media

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Abstrak

Kemajuan teknologi informasi menghasilkan berbagai pilihan dalam mengakses informasi termasuk membaca buku. Peningkatan jumlah pembaca yang beralih ke buku elektronik mengakibatkan angka penjualan buku cetak mengalami penurunan meskipun tidak signifikan pada beberapa tahun terakhir. PT Gramedia Asri Media merupakan salah satu perusahaan ritel buku di Indonesia. Gramedia menerapkan CRM dengan menerbitkan kartu member Kompas Gramedia Value Card KGVC. Promosi ataupun penawaran yang diberikan belum mampu meningkatkan transaksi buku member KGVC.

Penelitian ini bertujuan untuk membuat segmentasi pelanggan pada Customer Relationship Management di PT Gramedia Asri Media. Proses data mining dilakukan dengan melakukan clustering menggunakan algoritma K-means untuk segmentasi pelanggan berdasarkan RFM, serta algoritma hierarchical clustering untuk segmentasi pelanggan berdasarkan banyaknya jenis buku. Evaluasi terhadap hasil cluster menggunakan elbow method, silhouette method, dan Calinski-Harabasz index.

Segmentasi pelanggan berdasarkan RFM menghasilkan 2 cluster yang optimal, yaitu occasional customers dan dormant customers. Sementara itu, segmentasi pelanggan berdasarkan banyaknya jenis buku yang dibeli menghasilkan 3 cluster yang optimal, yaitu rendah, sedang, dan tinggi. Dengan hasil penelitian ini, diharapkan dapat membantu perusahaan dalam mengelompokkan pelanggan untuk menentukan strategi yang sesuai sehingga dapat meningkatkan jumlah transaksi buku member KGVC.

Advances in information technology produces wide range of choices in accessing information including reading books. The increase in the number of readers who turning to electronic books making sales of printed books has decreased although not significant in the recent years. PT Gramedia Asri Media is one of book retail company in Indonesia. Gramedia implement CRM by launching a member card named Kompas Gramedia Value Card KGVC. Promotion or offer given has not been able to increase book transaction of KGVC members.

This research focus on make customer segmentation in Customer Relationship Management at PT Gramedia Asri Media. Data mining process is done by clustering using K means algorithm for segmenting customers based on RFM, as well as hierarchical clustering algorithms for segmentation of customers based on the number of books type. Evaluation is done on cluster result using elbow method, silhouette method, and Calinski Harabasz index.

Customer segmentation based on the RFM produce two optimal clusters, occasional customers and dormant customers. While customer segmentation based on the number of types of books purchased produce 3 optimal cluster, namely low, medium, and high. With these results, it is expected to help the company in classifying customers to determine the appropriate strategies, so company can increase the number of books transactions from KGVC members.