

## Pengembangan model bisnis alaskaki concept store melalui saluran digital marketing = Business model development of alaskaki concept store through digital marketing channel

Cheeryl Nefidya Sari, author

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### Abstrak

Meningkatkan penjualan dan memperbaiki manajemen hubungan pelanggan sangat penting untuk bisnis apapun. Alaskaki Concept Store sebagai subyek penelitian merupakan sebuah usaha skala menengah yang menjual pakaian dan aksesoris seperti sepatu, kacamata, topi dan tas. UKM ini menghadapi kesulitan dalam meningkatkan penjualan online dan dalam mengelola hubungan dengan para pelanggannya. Penelitian ini bertujuan untuk memandu dan mendampingi UKM Alaskaki Concept Store dalam mengembangkan saluran penjualan melalui platform online (Tokopedia dan Shopee) dan memperbaiki manajemen hubungan pelanggannya. Pendampingan bisnis (business coaching) dilakukan selama bulan Januari sampai Juni 2022. Analisis data dan informasi yang diperoleh dilakukan menggunakan analisis kualitatif deskriptif. Semua data diperoleh melalui wawancara mendalam, observasi langsung, pengisian kuesioner online, dan tinjauan literatur. Melalui pendampingan bisnis ini penjualan UKM Alaskaki Concept Store diharapkan dapat meningkat dan penggunaan database pelanggan dapat membantu dalam mengembangkan layanan kanal dan relasi pelanggan yang melayani pelanggan secara efektif dan efisien.

.....Increasing sales and improving customer relationship management are important for any business. Alaskaki Concept Store, the object of the study through business coaching approach, is a small enterprise who sells apparels and accessories such as shoes, glasses, hats, and bags. The store is facing difficulties to increase its online sales and to manage relationships with customers. The study aims at guiding Alaskaki Concept Store on how to develop or increase the sales through online channels (Tokopedia and Shopee) and improving its customer relationship management. The business coaching was conducted in January-June 2022. Qualitative research and descriptive analysis have been applied. All data was collected by in-depth interviews, observations, online questionnaires, and literature reviews. Through this business coaching approach, it is expected that the sales of Alaskaki Concept Store will increase, and the store can maximize the use of customer's database to conduct more targeted promotion.