

Penerapan Customer Relationship Management Berdasarkan Customer Lifetime Value pada Usaha Supermarket = Implementation of Customer Relationship Management Based on Customer Lifetime Value in Supermarket Business

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Abstrak

Pertumbuhan ritel modern seperti supermarket semakin meningkat sehingga menimbulkan persaingan ketat antar ritel modern. Oleh karena itu, perusahaan perlu membangun manajemen hubungan pelanggan yang kuat guna mempertahankan bahkan meningkatkan loyalitas pelanggan. Penelitian ini bertujuan untuk melakukan segmentasi pelanggan berdasarkan Customer Lifetime Value (CLV) dengan pendekatan model Length, Recency, Frequency, Monetary (LRFM) serta menentukan strategi untuk setiap segmen pelanggan. Metode K-Means Clustering digunakan untuk melakukan segmentasi pelanggan yang menghasilkan 4 kluster dan nilai CLV dipakai untuk menentukan nilai dari setiap kluster pelanggan dengan variabel LRFM. Kemudian pemetaan kluster menggunakan Customer Value Matrix (CVM) dilakukan untuk memastikan karakteristik kluster pelanggan. Data produk yang dimiliki juga diolah dengan metode Market Basket Analysis (association rules) untuk mendapatkan pola perilaku belanja pelanggan serta menghasilkan rekomendasi produk sebagai strategi product affinity yang dapat diterapkan pihak supermarket. Kemudian dirumuskan 8 kategori strategi customer retention untuk dilakukan penilaian prioritas dengan metode ARAS (Additive Ratio Assessment) sebagai bagian dari strategi Customer-Centric dan menghasilkan 30 buah strategi yang dapat diterapkan pihak supermarket.

.....The expansion of modern retail such as supermarkets is fostering severe competition among modern retailers. Therefore, businesses must use effective customer relationship management to preserve and even improve client loyalty. The purpose of this study is to segment consumers based on Customer Lifetime Value (CLV) using the Length, Recency, Frequency, and Monetary (LRFM) model and establish strategies for each segment. Customers are segmented using the K-Means Clustering method, which yields four clusters, and the CLV value is utilized to determine the value of each customer cluster with the LRFM variable. The Customer Value Matrix (CVM) is then used to determine the characteristics of the customer clusters through cluster mapping. The owned product data is also analysed using the Market Basket Analysis approach (association rules) to identify patterns of consumer buying behavior and generate product suggestions as part of a product affinity strategy that supermarkets might employ. As part of the CustomerCentric approach, eight types of customer retention strategies were developed for priority assessment utilizing the ARAS (Additive Ratio Assessment) method, resulting in thirty supermarket-applicable tactics.