

# Penerapan Customer Relationship Management untuk Meningkatkan Loyalitas Pelanggan pada UMKM Alas Kaki = Implementation of Customer Relationship Management Based on Customer Lifetime Value to Increase Customer Loyalty in Footwear MSMEs

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## Abstrak

Pertumbuhan kinerja industri alas kaki yang positif dengan permintaan alas kaki domestik yang terus meningkat menjadi peluang besar bagi para usaha mengembangkan bisnisnya di bidang alas kaki, termasuk Usaha Mikro, Kecil, dan Menengah. Seiring dengan dorongan pemerintah terhadap digitalisasi UMKM, semakin bertambahnya UMKM alas kaki yang memasarkan produknya melalui e-commerce. Hal tersebut mengakibatkan peningkatan persaingan antar UMKM alas kaki di e-commerce dalam memenangkan kompetisi bisnis. Salah satu upaya dalam mempertahankan keuntungan jangka panjang berupa penerapan customer relationship management untuk meningkatkan loyalitas pelanggan. Oleh karena itu, penelitian ini bertujuan untuk mengidentifikasi karakteristik pelanggan melalui segmentasi pelanggan berdasarkan Customer Lifetime Value (CLV) dengan pendekatan model Length, Recency, Frequency, Monetary (LRFM) dan merumuskan serta menentukan strategi retensi pelanggan. Penelitian ini berfokus pada segmentasi pelanggan sepatu kulit sebagai volume produk terbesar dalam UMKM Alas Kaki tersebut. Pada tahap awal, metode K-Medoids clustering digunakan untuk mengelompokkan pelanggan dengan menggunakan model LRFM sehingga dapat menghitung CLV pada tiap segmen pelanggan. Tiap kluster tersebut dianalisis karakteristiknya berdasarkan model LRFM, CLV, dan pemetaan kluster pada Customer Value Matrix (CVM). Strategi retensi pelanggan dirumuskan dan ditentukan prioritasnya sesuai karakteristik kluster yang terbentuk menggunakan metode Complex Proportional Assessment (COPRAS). Penelitian ini menghasilkan 3 kluster pelanggan yang terbentuk dan 7 rekomendasi strategi peningkatan loyalitas pelanggan dengan tiga prioritas teratas pada tiap kluster.

.....The positive performance growth of the footwear industry with the increasing demand for domestic footwear is a great opportunity for businesses to develop their business in footwear, including Micro, Small and Medium Enterprises. Along with the government's encouragement of the digitalization of MSMEs, more and more footwear MSMEs are marketing their products through e-commerce. This has resulted in increased competition among footwear MSMEs in e-commerce in winning business competitions. One of the efforts in maintaining long-term profits is the implementation of customer relationship management to increase customer loyalty. Therefore, this research aims to identify customer characteristics through customer segmentation based on Customer Lifetime Value (CLV) with the Length, Recency, Frequency, Monetary (LRFM) model approach and formulate also determine customer retention strategies. This research focuses on segmenting leather shoe customers as the largest volume of products in this company. In the initial stage, the K- Medoids clustering method is used to group customers using the LRFM model so as to calculate CLV in each customer segment. Each cluster is analyzed for characteristics based on the LRFM model, CLV, and cluster mapping on the Customer Value Matrix (CVM). Customer retention strategies are formulated and prioritized according to the characteristics of the clusters formed using the Complex Proportional Assessment (COPRAS) method. This research resulted in 3 customer clusters formed and 7

recommendations for strategies to increase customer loyalty with the top three priorities in each cluster.