

**EXECUTIVE INFORMATION SYSTEM
DEVELOPMENT TO IMPROVE CUSTOMER
RETENTION: CASE STUDY IN PT. XYZ**



THESIS
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FACULTY OF BUSINESS
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TANGERANG
2023**

EXECUTIVE INFORMATION SYSTEM DEVELOPMENT TO IMPROVE CUSTOMER RETENTION: CASE STUDY IN PT. XYZ



Digital Transformation Project Report

Submitted as Proposal of Final Project to obtain Master Management degree

(M.M) in

Management of Technology Master Program

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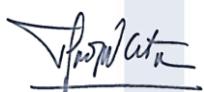
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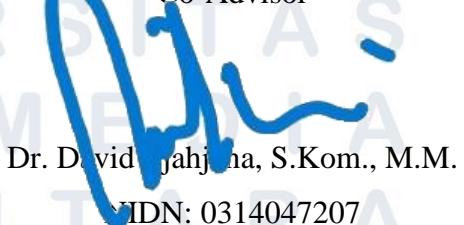
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FOREWORD

Praise and gratitude to the Lord, Jesus Christ almighty, for this final project completion with the title: “*EXECUTIVE INFORMATION SYSTEM DEVELOPMENT TO INCREASE CUSTOMER RETENTION, CASE STUDY IN PT. XYZ.*”

Writing this final project is one of the requirements to obtain a Master in Management at the Master of Technology Management Program, Faculty of Business, Universitas Multimedia Nusantara.

The author realizes that this final project's preparation cannot be separated from guidance, encouragement, and assistance from various parties. On this occasion, the author expresses his highest appreciation as a thank you to:

1. Dr. Ninok Leksono, M.A., as Rector of Universitas Multimedia Nusantara.
2. Dr. Florentina Kurniasari T., S.Sos., M.B.A, as Dean of the Faculty of Business of Universitas Multimedia Nusantara.
3. Dr. Prio Utomo, ST., MPC, as the Head of the Master of Technology Management Study Program, Faculty of Business, Universitas Multimedia Nusantara.
4. Dr. Friska Natalia, S.Kom. M.T, as the Main Advisor who has taken the time to provide guidance, direction, and motivation for the completion of this final project.
5. Dr. David Tjahjana, S.Kom. M.M, as Co-Advisor who has given his time and advice from the beginning of this final project to the final project was completed. Your guidance, direction, and motivation are highly appreciated.
6. Dr. Ir. P.M. Winarno, M. Kom, as a Co-Advisor who has helped provide guidance on completing this final project from chapter I to chapter III.
7. Thanks for unconditional love, time, and support, Especially to my beloved partner, Eunike Valentina S. (†). You always make me special and color my day, your love will always remain in my life.

8. To my big family, father, mother, aunts, uncles, brothers, and sisters for your blessing and prayers.
9. To friends and colleagues in MMT batch 6, especially group 3, we studied, learned, and graduated together.
10. To the Lecturers and Staff of the Master of Technology Management Program, Faculty of Business, Universitas Multimedia Nusantara, who have helped until completing this final project.

Finally, the writer realizes that this final project is far from perfect, critics and positive suggestions are expected.

Tangerang, June 1st, 2023



(Fransiskus Tantono)



EXECUTIVE INFORMATION SYSTEM DEVELOPMENT TO IMPROVE CUSTOMER RETENTION: CASE STUDY IN PT.

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ABSTRACT

Name : Fransiskus Tantono

Title : Executive Information System Development to improve customer
Retention: Case Study in PT. XYZ.

The average customer retention rate in the retail industry is 63% according to research in 2022 conducted by Statista Research Development. In order to increase customer retention rate, several solutions such as improving consumer experience, increasing customer satisfaction, using membership loyalty programs, etc. to convert consumers into customers.

Executive Information System is developed as solutions to help executives in decision-making. Executives can access and decide faster for future company strategy, such as analyzing consumer traffic, sales revenue, membership data, etc.

In this study, the research used qualitative methods in checked and assessed company maturity for digital transformation. The gap was later determined within the current state versus the future state, and the gap result became parameters to be highly considered in developing an executive information system.

The objective of this research is to improve the customer retention rate with a digital transformation project. Combinations of consumer experience, membership loyalty programs, and analytical tools will form customer segmentation based on recency, frequency, and monetary for future company strategic moves.

Keywords: Executive Information System, Customer Retention, Customer Segmentation, Digital Transformation Project, Membership Loyalty

PENGEMBANGAN SISTEM INFORMASI EKSEKUTIF

UNTUK MENINGKATKAN RETENSI PELANGGAN: STUDI

KASUS PADA PT. XYZ

(Fransiskus Tantono)

ABSTRAK (Indonesian)

Tingkat retensi pelanggan rata-rata di industri ritel adalah 63% menurut penelitian yang dilakukan pada tahun 2022 oleh Badan Reset dan Pengembangan Statista. Sebagai upaya untuk meningkatkan tingkat retensi pelanggan, beberapa solusi seperti meningkatkan pengalaman konsumen, meningkatkan kepuasan pelanggan, menggunakan program loyalitas keanggotaan pelanggan, dll., untuk mengubah konsumen menjadi pelanggan.

Sistem Informasi Eksekutif dikembangkan sebagai solusi untuk membantu para eksekutif dalam pengambilan keputusan. Eksekutif dapat mengakses dan memutuskan lebih cepat untuk strategi perusahaan di masa depan, seperti menganalisis lalu lintas konsumen, melihat pendapatan penjualan, data keanggotaan, dll.

Dalam penelitian ini, peneliti menggunakan metode kualitatif dalam memeriksa dan menilai kematangan perusahaan dalam transformasi digital. Kesenjangan kemudian ditentukan antara kondisi perusahaan saat ini dengan kondisi perusahaan yang diharapkan di masa yang akan datang. dan hasilnya dijadikan parameter untuk dipertimbangkan dalam mengembangkan sistem informasi eksekutif.

Tujuan dari penelitian ini adalah untuk meningkatkan tingkat retensi pelanggan dengan proyek transformasi digital. Kombinasi pengalaman konsumen, program loyalitas keanggotaan pelanggan, dan alat analisis akan membentuk segmentasi pelanggan berdasarkan kebaruan, frekuensi, dan moneter untuk langkah strategis perusahaan di masa depan.

Kata Kunci: Sistem Informasi Eksekutif, Retensi Pelanggan, Segmentasi Pelanggan, Proyek Transformasi Digital, Loyalitas Keanggotaan

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