Abstract

Micro Small and Medium Enterprises (MSMEs) Banten region are still largely managed by conventional methods, the touch of information technology has not been optimal. One of the modern business approaches is to pay attention to customer factors, not just before the transaction, but also after the transaction which is no less important. The Information Technology system used to manage customers with the purpose of increasing customer retention is called Customer Relationship Management (CRM). The existing CRM software is more oriented to large established companies, so it will cause some discrepancies when those are applied in MSMEs. This research tried to develop E-CRM software based on business needs of MSMEs in Banten by using local approach in order to facilitate user in its usage. The features in E-CRM will help MSMEs in implementing customer relationship management so as to enhance their competitiveness with other companies in maintaining the business they run and as a means of acquiring a wider new market. The approach used was using the model of 'localization' through the observations made on MSMEs business incorporated in the Association of Micro Small and Medium Entrepreneurs Indonesia (HIPMIKINDO) of Banten.
region. Identification and analysis of system requirements using the Zachman Framework was
done in order to obtain a complete and comprehensive picture. The results of this research are
expected to provide an overview of the characteristics of E-CRM modeling on MSMEs in Banten
region.

**References**

Index Terms

Computer Science
Distributed Systems

Keywords

E-CRM, Localization, MSMEs, Zachman Frameworks.