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Abstract

Customer is a substantial asset in industrial activity or organization. The continuance of a business exactly depends on the carefulness of observation of the industry to know what the customer's necessity, by then it can increase customer loyalty to the product. In fact, many industries unintentionally forget to do appropriate strategy of business to get customer's attention to their products. After interviewing Alexander Stamps Gallery, the researcher found that in this digital era, Alexander Stamps Gallery do not use any social media to sell, promote and give an update its products to their valuable customers. The aim of this research is to help Alexander Stamps Gallery to develop its business by using the power of social media to increase the customer loyalty and product sales volume at Alexander Stamps Gallery. The result of the research is that the implementation of Customer Relationship Management concept and the use of social media such as Instagram and Facebook as a marketing medium able to increase customer loyalty and product sales volume at Alexander Stamps Gallery.

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Index Terms

Computer Science

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Keywords

Customer Relationship Management (CRM), Customer Loyalty Concept, Social Media.