

ABSTRAK

PEMANFAATAN *PEOPLE COUNTING TOOLS* SEBAGAI BAGIAN MANAJEMEN HUBUNGAN PELANGGAN OLEH INDUSTRI *BRICK AND MORTAR RETAIL* DI JAKARTA STUDI PADA PT IMAS ASIA

Industri *retail brick and mortar* yang menghadapi persaingan dari pemasar online, memanfaatkan teknologi people counting sebagai upaya pengelolaan hubungan pelanggan. Fokus pada interaksi fisik dipandang menjadi salah satu keunggulan kompetitif bagi industri tersebut. Amatan kejadian untuk mendapatkan lebih banyak data perihal konsumen dan perilakunya menjadi masukan dalam proses pengambilan keputusan dan penetapan strategi termasuk evaluasinya.

Penelitian menggunakan desain penelitian deskriptif kualitatif yang fokus pada upaya deskripsi obyek penelitian secara jelas, runtut, lengkap dan sistematis sejauh mungkin, guna mendapatkan gambaran penelitian secara komprehensif. Analisis data selanjutnya menggunakan representasi Studi Kasus dengan membuat dan mengatur file data, membaca teks, membuat catatan, bentuk penanda awal dan penggambaran kasus serta konteksnya, penetapan tema atau pola-pola dan menggunakan interpretasi langsung mengembangkan generalisasi naturalistik.

Penelitian selanjutnya mengapresiasi penggunaan teknologi people counting sebagai bagian dari tiga yang membentuk CRM yakni teknologi, proses dan manusia.

Kata kunci: Manajemen Hubungan Pelanggan, Penghitungan Pengunjung, Retail, Outlet, Toko.

ABSTRACT

UTILIZATION OF PEOPLE COUNTING AS TOOLS TO CUSTOMER RELATIONSHIP MANAGEMENT BY BRICK AND MORTAR RETAIL INDUSTRY IN JAKARTA STUDY IN PT IMAS ASIA

The brick and mortar retail industry, which faces competition from online marketers, utilizes people counting technology as an effort to manage customer relations. The focus on physical interaction is seen as one of the competitive advantages for the industry. Observation of events to get more data about consumers and their behavior is considered best input into the decision-making process and determination of strategies including its evaluation.

The study uses a descriptive qualitative research design that focuses on efforts to describe research objects in a clear, coherent, complete and systematic manner as far as possible, in order to obtain a comprehensive picture of the research. Representation of Case Studies by creating and organizing data files, reading texts, making notes, initial marker forms and portrayal of cases and contexts, themes or patterns and using direct interpretations to develop naturalistic generalizations is used as data analysis.

The research subsequently appreciates the use of people counting technology as part of the three that make up CRM, namely technology, process and people.

Keywords: Customer Relationship Management, Visitor Calculation, People Counting, Retail, Outlets, Shops.