Customer Relationship Management Implementation at Zidan Salon Yogyakarta

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Abstract

Customer Relationship Management (CRM) is an important strategy for building long-term customer relationships, especially in today's competitive digital landscape. This study aims to assess the impact of implementing a CRM system on customer satisfaction, operational efficiency, and marketing strategies at Zidan Salon Yogyakarta. A qualitative descriptive approach was used, with data collected through observation, interviews, and on-site documentation. The results indicate that implementing CRM enables Zidan Salon to better understand customer needs, manage customer data more effectively, and improve scheduling, communication, and promotion. Data-driven strategies developed from the CRM system have been shown to increase customer loyalty and provide Zidan Salon with a competitive advantage in the highly dynamic beauty industry. This study also identifies challenges in system integration and data management and proposes strategic steps to optimize future CRM implementation.

Keywords: *Customer Relationship Management (CRM), customer satisfaction, customer loyalty, Zidan Salon Yogyakarta*

1. Introduction

Customer Relationship Management (CRM) is an important strategy in modern business management, especially for building long-term customer relationships [1]. In a highly competitive service industry such as beauty salons, CRM implementation is becoming increasingly relevant for improving service quality, operational efficiency, and customer retention [2]. CRM functions not only as a system for recording and managing customer data but also as an analytical tool that helps companies better understand customer behavior and preferences [3].

In Yogyakarta, the beauty salon industry is growing rapidly, as evidenced by the increasing number of salons across various areas. Customer reviews of beauty clinics in Yogyakarta also show that service quality and customer experience strongly shape public perception of beauty businesses [4]. This tight competition encourages every business, including Zidan Salon Yogyakarta, to innovate in improving service quality and customer loyalty. To respond to this challenge, Zidan Salon adopted a CRM system with the aim of understanding customer needs more personally, managing data in a structured manner, and designing more effective marketing and service strategies [5].

This study addresses how Zidan Salon understood customer needs before implementing CRM, how customer data were migrated and integrated safely, and which strategies are used to utilize data to improve services. In addition, this study examines the benefits of implementing CRM in terms of operational efficiency and customer experience, as well as the challenges faced during implementation and how they were overcome.

The purpose of this study is to evaluate the contribution of the CRM system to improving customer experience and loyalty, to analyze the operational efficiencies achieved through service automation, and to explore how customer data can support strategic decision-making, particularly for more targeted marketing [6].

Previous studies have applied web-based CRM to small service businesses, such as a tea business [7] and a photography studio [8], as well as mobile-based CRM for library e-resources

[9]. However, CRM studies in the beauty salon context remain limited. The novelty of this research therefore lies in its specific application context in the beauty salon industry. Zidan Salon Yogyakarta is an interesting case study because it combines CRM technology with a data-oriented, personal service approach. Through this system, the salon not only optimizes daily operations such as scheduling and inventory management but also builds emotional relationships with customers through services tailored to individual preferences. This provides a significant competitive advantage in an increasingly crowded market that demands more relevant and efficient services.

2. Methods

2.1 Data Collection

1. **Observation.** The researchers directly observed daily activities at Zidan Salon to understand how the CRM system is implemented in practice. This method helps analyze interactions between employees, the system, and customers, and evaluate the effectiveness of CRM in daily operations. This type of observation is commonly used to assess service flow [10].
2. **Interviews.** Interviews were conducted with Zidan Salon management, employees, and customers to obtain different perspectives on CRM implementation. The interviews focused on their experiences, views, and perceptions of the CRM system, as well as the challenges faced and the benefits perceived, in line with the practices suggested in [11].
3. **Internal CRM system data.** Data managed by the CRM system itself are an important source for analysis, including customer profiles, appointment history, service preferences, and purchasing patterns. Analyzing these data helps measure the impact and effectiveness of CRM implementation. Data collected in CRM systems play a vital role in service personalization and increased customer loyalty [12].

2.2 Planning

CRM implementation planning at Zidan Salon began by identifying the main objectives of the system, namely to improve customer experience, increase retention, and drive operational efficiency. To support this planning, relevant literature and previous case studies, especially in the beauty industry, were reviewed to understand best practices in CRM implementation [13]. Next, an in-depth needs analysis was conducted from both the internal perspective of Zidan Salon and the customers' perspective to identify the business processes that needed to be improved or optimized through the CRM system.

The next stage was the selection of an appropriate CRM system. Various CRM platforms were evaluated, taking into account operational scale, ease of use, implementation cost, and integration with existing systems [14]. Once the system was selected, a detailed implementation plan was developed, including data migration, employee training, and system testing. Resources and the implementation schedule were allocated realistically so as not to disrupt the salon's daily operations. Finally, the implementation results were evaluated to identify areas that still needed improvement, and the system is periodically adjusted and optimized to remain relevant and effective as business and customer needs evolve [13].

3. Results and Discussion

This section discusses in detail the CRM system developed for Zidan Salon.

3.1 System Design

The system design phase focuses on defining the structure, features, and interface of the web-based CRM application. This includes determining user requirements and designing the system architecture, interface layout, and data flow to ensure that the CRM system aligns with the business processes of Zidan Salon. A user-friendly and responsive web design is prioritized to enhance customer engagement and ease of use for salon staff. Effective CRM design should

support real-time data access, personalization, and integration with service workflows [15]. Furthermore, CRM systems in the beauty industry must accommodate customer booking history, preferences, and communication tracking in a visually intuitive manner [16].

3.1.1 Fishbone Diagram

A fishbone diagram is a graphical technique used to identify and organize the factors that influence a problem. Figure 1 shows the causes of the declining number of customers at Zidan Salon, grouped into process and procedure factors, and Table 1 summarizes the problems and their underlying reasons.

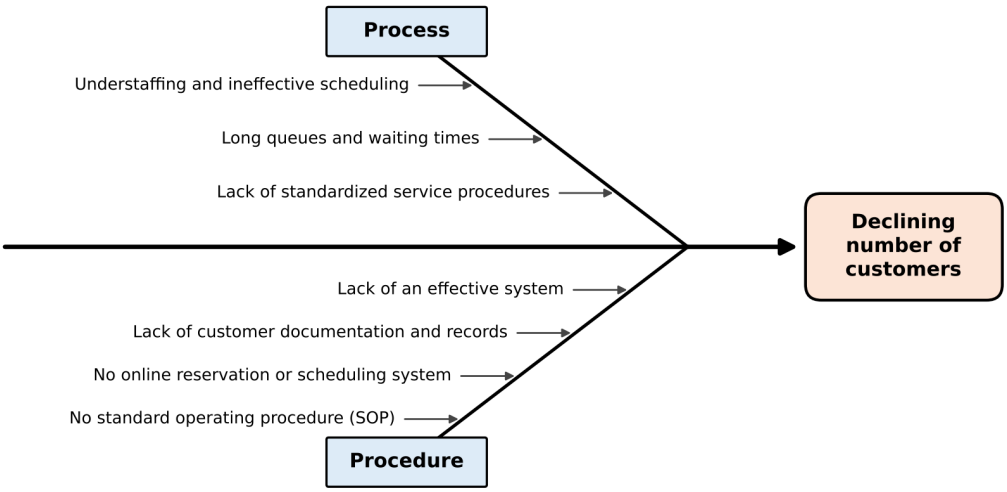


Figure 1. Fishbone Diagram of the Declining Number of Customers

Table 1. Problem Analysis Based on the Fishbone Diagram

Factor	Problem	Reason
Process	Long queues and waiting times: many customers complain about long queues and waiting times, especially during peak hours. Lack of communication and information: some customers do not receive clear information about the selected services, such as price, duration, and products used.	Understaffing, an ineffective scheduling system, or high customer volume.
Procedure	Ineffective scheduling system: customers experience long queues and waiting times, especially during peak hours. Lack of standardized service procedures: some customers perceive that services are delivered inconsistently, which causes confusion and dissatisfaction because their expectations are not always met.	No online reservation system, or a scheduling system that does not consider staff capacity and service duration; lack of an effective system.

3.1.2 Acquire

The acquire stage focuses on attracting new customers. Table 2 compares the current condition (as-is) with the proposed condition (to-be).

Table 2. Acquire

Aspect	As-Is System	To-Be System
Strategy	Competitive price	Customer focus: shifting the focus from low prices to high-quality customer experiences.
People	Under-trained staff	Improved training: providing better training to staff in customer service, technical skills, and the use of technology.
Process	Manual processes	Increased automation: automating manual processes to increase efficiency and reduce errors.
Technology	Outdated system	Adoption of new technologies: adopting new technologies to improve efficiency, effectiveness, and customer experience.

To attract new customers, promotions should emphasize the superiority of products and services based on innovation and convenience, because value for customers lies in superior products supported by satisfactory service.

3.1.3 Enhance

The enhance stage aims to increase the ability to generate profit from existing customers, as summarized in Table 3.

Table 3. Enhance

Aspect	As-Is System	To-Be System
Strategy	Lack of customer focus	Customer focus: developing a clear strategy to attract and retain customers.
People	Inadequate employee skills and knowledge	Employee development: investing in employee training and development to improve their skills and knowledge.
Process	Complicated ordering and payment; inefficient scheduling	Simple order form: creating a short, easy-to-complete order form. Efficient scheduling: using an efficient scheduling system to minimize overbooking and cancellations.
Technology	Limited use of digital technology	Use of digital technology: using social media and a website to promote the business.

3.1.4 Retain

The retain stage focuses on retaining profitable customers to ensure business continuity. Identifying customers who are at risk of leaving is an important part of this stage; for example, churn prediction has been used to retain members in membership-based fitness services [17]. The as-is and to-be conditions for this stage are presented in Table 4.

Table 4. Retain

Aspect	As-Is System	To-Be System
Strategy	Focus on the stability and maintenance of existing systems; lack of flexibility in adapting to business changes	Leveraging new technologies to increase efficiency and effectiveness.
People	Lack of a culture of collaboration and knowledge sharing	A strong culture of collaboration and knowledge sharing.
Process	Manual processes that are time-consuming and prone to errors	Automated and digitized processes to improve efficiency and accuracy.
Technology	No website	A website with the required features.

3.1.5 Use Case Diagram

A use case diagram is used in system analysis and design to depict the functions that users can perform and the relationships between users (actors) and the system. Use case diagrams help identify user needs and system boundaries and serve as the basis for the next design stage. A use case diagram consists of actors and their interactions with the system, which show how the application is used [18]. Unified Modeling Language (UML) diagrams, including use case diagrams, are widely used in information system design to describe the interactions between users and systems [19]. The use case diagram of the Zidan Salon CRM system is shown in Figure 2.

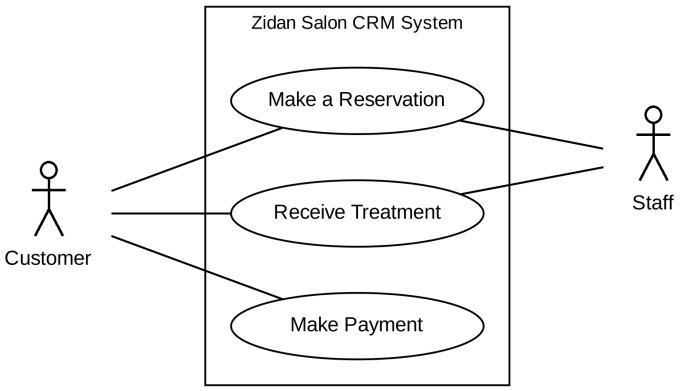


Figure 2. Use Case Diagram

3.1.6 Activity Diagram

An activity diagram represents the workflow of a business or system process, showing the flow of control between activities performed by actors or system objects. It describes the sequence of actions, the decisions or branches taken, and the relationships between activities [20]. Figure 3 shows the activity diagram for ordering and delivering salon services.

Figure 3 shows that the service process involves three swimlanes: Customer, System, and Staff. The process begins when the customer places an order online or at the salon and enters their personal details, the desired service, and the preferred time. The system then checks the availability of time slots and staff, forwards the booking information to the staff, and confirms the booking by sending the details to the customer via WhatsApp. When the customer arrives, the staff welcome the customer, ask for the booking details, and enter the booking into the system, which verifies it and displays the details to the staff. The customer then requests the desired treatment, and the staff perform it according to the standard procedure. Meanwhile, the system records the treatment, including the start and end time, the services provided, and the products used. After the treatment is completed, the staff request payment, the customer pays, and the system records the amount paid and the payment method, which ends the process. These records form the customer history that the CRM system uses to provide more personalized services and targeted promotions.

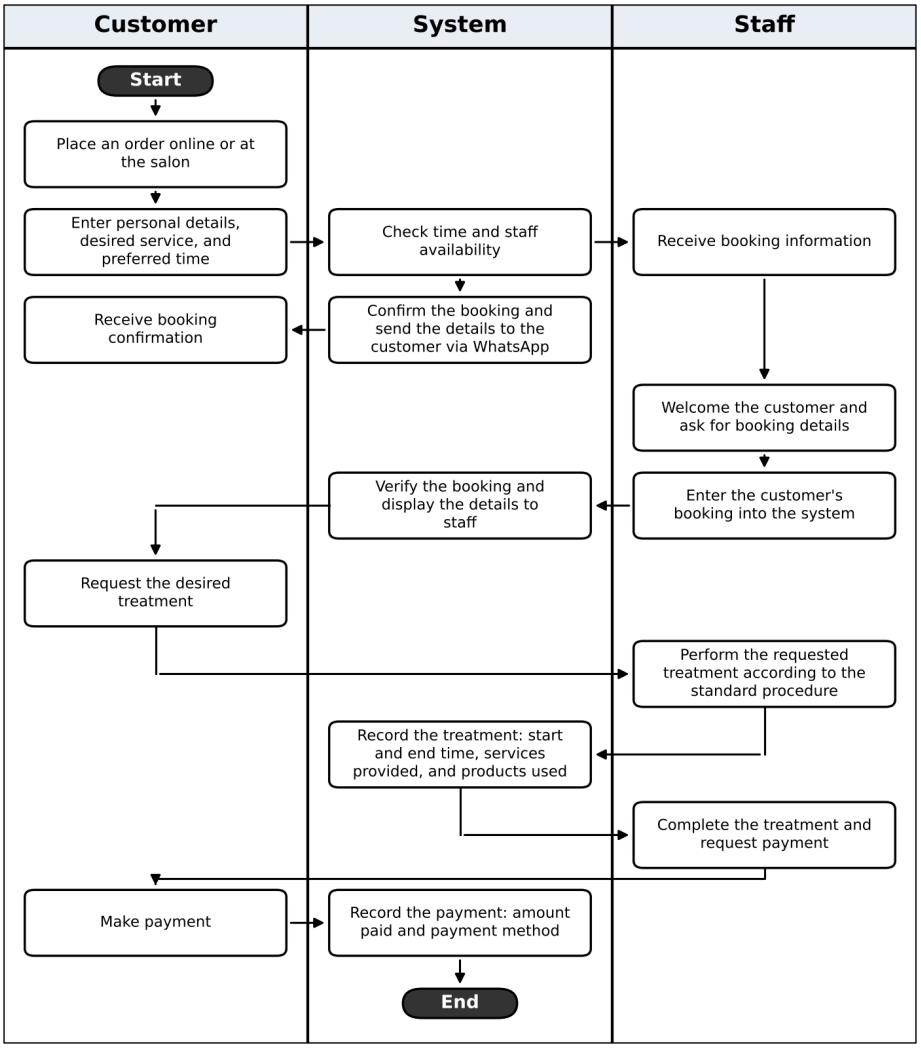
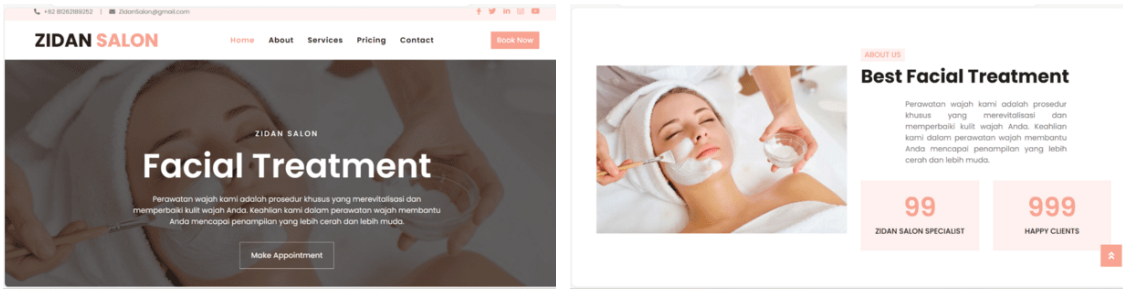


Figure 3. Activity Diagram of Service Ordering and Delivery

3.2 Implementation

3.2.1 Home Page

The home page is displayed when users access the Zidan Salon website for the first time. As shown in Figure 4, the interface displays an image slider and highlights the salon's treatments, such as facial therapy and hair smoothing.



(a) **(b)**

Figure 4. Home Page of the Zidan Salon Website

3.2.2 About Page

The about page presents information about Zidan Salon, including its vision of providing a beauty experience that not only makes customers look good but also feel good (Figure 5).



Figure 5. About Page

3.2.3 Services Page

The services page displays the hair and facial care services offered by Zidan Salon (Figure 6).

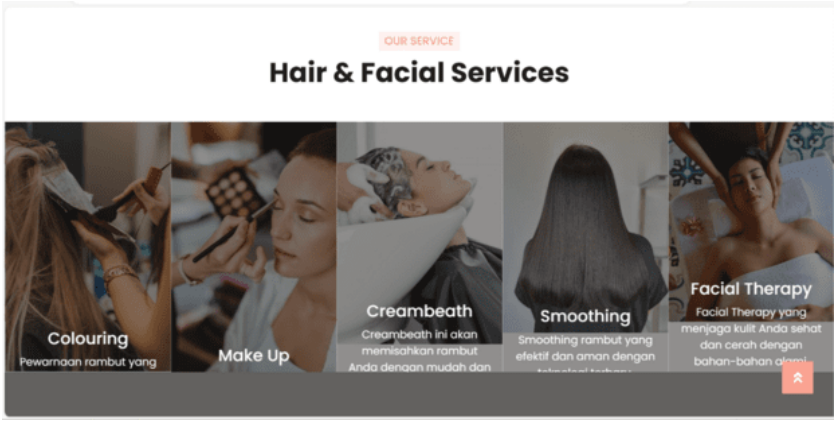


Figure 6. Services Page

3.2.4 Appointment Page

On the appointment page, customers can book a treatment in advance by filling in the required data. The booking is then confirmed via WhatsApp, including the availability of the selected time and other necessary details (Figure 7).

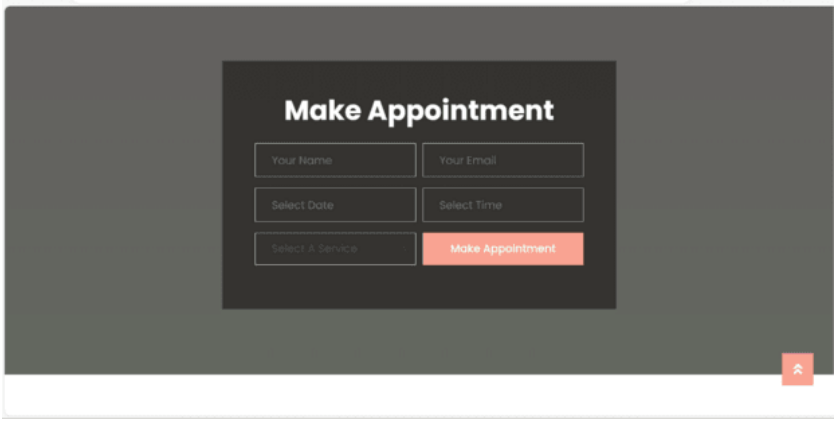
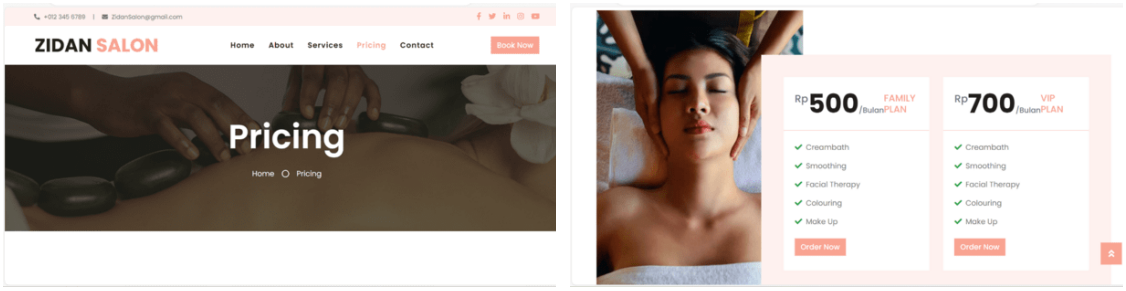


Figure 7. Appointment Page

3.2.5 Pricing Page

The pricing page provides information about the spa service packages offered. Two packages are displayed, and the main difference between them is the number of services that can be received in one month (Figure 8).

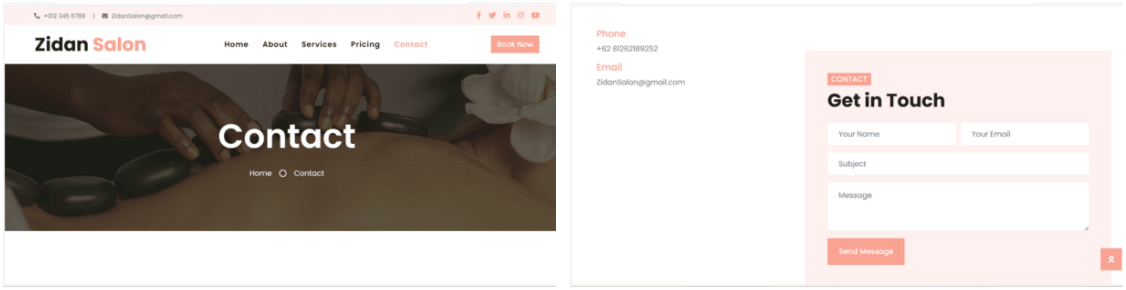


(a) **(b)**

Figure 8. Pricing Page

3.2.6 Contact Page

The contact page provides the salon's contact information and a form that customers can use to send messages (Figure 9).



(a) **(b)**

Figure 9. Contact Page

4. Conclusion

The implementation of Customer Relationship Management (CRM) at Zidan Salon Yogyakarta shows that digital strategies for managing customer relationships can have a significant positive impact on service quality, operational efficiency, and customer loyalty.

Through the integration of the CRM system, Zidan Salon is able to understand customer preferences more deeply, manage data in a structured manner, and develop a more personalized and targeted service approach.

This study concludes that the success of CRM implementation at Zidan Salon is determined not only by the use of technology but also by the organization's readiness to understand customer needs, integrate data securely, and design strategies that respond to market dynamics. In addition to improving the efficiency of daily operations such as appointment and inventory management, the CRM system provides a strong foundation for data-driven marketing decisions.

With a targeted and analytics-based approach, Zidan Salon has gained a competitive advantage amid increasingly tight competition in the beauty salon industry. These findings can serve as a reference for other service businesses in adopting CRM as part of the digital transformation of customer service.

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