

STUDENT BUSINESS DEVELOPMENT BASED ON ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT

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Abstract: This research produces a student business development model based on Digital Business management and Electronic Customer Relationship Management. This research is a qualitative case study with an action research approach. Researchers conducted an exploration of program applications, training and application of models to student business activities, starting with mapping student businesses according to their competencies, providing training on the use of Electronic Customer Relationship Management (E-CRM) information technology as a means of managing customers in businesses run by students for retention. customers increase. The results of the study showed that there were 8 types of businesses that were engaged in by students from 30 samples of students who owned businesses. Based on data analysis after students implemented the E-CRM Model development, student business development in terms of number of customers, turnover and profits increased by 20%.

Keywords: *student, business, development, profit, increas*

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1. Introduction

Technological developments open up business opportunities. The existence of entrepreneurs is necessary for the economic development of every country, especially in Indonesia. The Central Statistics Agency (BPS) noted, there is 937,176 people are looking for work in Indonesia in 2022, only 59,276 job vacancies are available. In Indonesia, the majority of college graduates are looking for work. Young entrepreneurs born from university graduates are still very low, so it is necessary to grow interest in becoming entrepreneurs in students. Tolerance for risk, freedom to work, entrepreneurship education and the environment are reported to have an influence on students' interest in entrepreneurship (Taufik et al, 2018). The role of intellectual capital influences the sustainability of MSME performance, research results (Purnomo et al., 2022). Data from the Ministry of Cooperatives and SMEs, the number of entrepreneurs in Indonesia has jumped from 0.24 percent to 1.56 percent of the population, but this number is still far from the target of Indonesian entrepreneurs, which should ideally be a minimum of 2 percent of the population. The number of entrepreneurs and entrepreneurs in a country influences the economic conditions of the country itself (Abidin et al, 2020) . Entrepreneurship is an individual's ability to create economic opportunities from business ideas (Akhmad et al, 2021). Student innovation and creativity need to be increased so that they are able to become entrepreneurs according to their competence and stakeholder support is needed (Hastuti et al, 2022). Universities have an obligation to indirectly create an entrepreneur. Aspects of business

development include infrastructure and Human Resources (HR) that match their competencies, so that this can be realized, support from universities is needed to build the right student entrepreneurship development model so that entrepreneurial learning can produce successful entrepreneurs. Digital business management is a business process that uses technology to create new "value" in business models, customer experience, and internal capability support (Hadi et al., 2021). Electronic - Customer Relationship Management (E-CRM) can increase customer retention (Hastuti et al, 2020).

2. Literature Review

This research literature review examines studies and publications on student entrepreneurship development based on digital marketing management based on electronic customer relations to generate customers and increase sales. Previous research, among others, has shown that forming student awareness of creative industries is needed to produce young entrepreneurs (Ayu et al., 2022). Entrepreneurship can improve the quality of life better during the Covid 19 pandemic (Ardian et al, 2022). And from research (Jaharudin, 2020) it is produced Keeping the business spirit alive among millennials is an effort to prepare students to become entrepreneurs who are proven entrepreneurs to be able to face various challenges in running a business in order to survive and be successful. The development of project-based entrepreneurship learning methods to improve student entrepreneurial character resulted from research from (Sulastris, 2022). Development of an Entrepreneurship Training Model to obtain a development model for entrepreneurship training is produced through 1) participant selection system, 2) training materials and methods, 3) apprenticeship, 4) capital, 5) business assistance, 6) evaluation and reports have been submitted (Indriyatni, 2021). An Entrepreneurship Training Model for Young Entrepreneurs has also been produced (Dyah 2021). Consumer preference for shopping via social media was an option during the Covid 19 pandemic, reported by (Rayhan 2017). Research on student business sustainability resulted in the fact that after graduating from college they stopped being entrepreneurs, reported by (Singgih et al. 2018). In our research (Hastuti et al, 2019) we found that the entrepreneurship learning method through a project-based learning approach was able to develop entrepreneurship for Duta Bangsa University Surakarta students, but there were still deficiencies in business management and marketing as well as how to maintain communication with customers so that further research is needed to get an entrepreneurial development model based on Digital and Electronic Relationship Management business management. The novelty of this research is to obtain a sustainable student entrepreneurship development model by combining project based learning methods, digital business management and Electronic Relationship Management (E-CRM) to increase customer retention so that developing and sustainable young student entrepreneurs are born.

3. Research Method

This research uses a qualitative research design Case Studies with an action research approach. Researchers explored program applications, training action processes and student entrepreneurial activities using observation simulation strategies. The object of this research is students from Duta Bangsa University, Surakarta, who have started a business. The data collection method is through questionnaire techniques, interviews, documentation, and observation during training and implementation of business development models and evaluating and analyzing data on changes in customers and sales turnover.

Sampling Technique

The sampling technique is purposive sampling. This technique involves selecting

participants based on the specific characteristics or qualities studied (Kalu, 2019). In this study, participants were selected based on the type of business startup being run, to ensure the data collected is relevant to the research question and will provide a comprehensive understanding of the impact of implementing E-CRM on student business development. The total sample is 30 students who have business start-ups. this sample is able to provide a good representation of the population and can provide reliable results. The margin of error for this study is $\pm 5\%$, and the confidence interval is 95%. This means that there is a 95% possibility of the research results being within 5% of the true value. so that the research results are reliable and representative.

4. Results and Discussion

4.1. Results

Results of research Electronic Customer Relationship Management Model Development For Student Business Sustainability Features include :Leads, is a feature for data collection of prospected prospective customers ,Customers, managing customer data that has been successful in prospects ,Products, managing products offered for sale , Orders, the process of selling goods or services to customers , Email Marketing, marketing via email , Calendar, managing meeting schedules with customers,Ticket Support, managing helpdesk services for complaints or questions from customers .



Gambar 1.

E-CRM (Electronic Customer Relationship Management) Development Features

4.2. Discussion

Results of research implementation, the data we produced in this research were 30 students who had started business ventures. The results of student business mapping consist of businesses in the culinary (food, beverage) and spices fields. tour & travel organic groceries, translator, mobile phone service, computer service, furniture, wifi management, software development. The results of the research implementation, the data we produced in this study were 30 students who had started a business. The results of student business mapping consist of businesses in the culinary (food, beverage) and spices fields. tour & travel organic groceries, translator, mobile phone service, computer service, furniture, wifi management, software

development. This research produces an entrepreneurial development model by utilizing customer relationship electronic applications. Features that have been implemented for business development include Leads, a feature for collecting data on prospective customers. Customers, manage customer data that has been successful in prospects, Products manage the products offered for sale, Orders are the process of selling goods or services to customers, Email Marketing, marketing via email to customers. Calendar, manage meeting schedules with customers. Ticket Support, manages helpdesk services for complaints or questions from customers. Muhamad Rifai's research results in research on E-CRM Analysis In Showroom Pt. Tropica Nucifera Industry Yogyakarta produced that is important for PT. Tropica Nucifera Industry showroom Yogyakarta to maximize the ongoing CRM process, towards e-CRM through the use of internet technology. The e-CRM system prototype that has been created, provide an overview to the showroom about how the new system works as a form of maximizing the service sector to consumers and customers.

5. Conclusion

This research produces an entrepreneurial development model by utilizing customer relationship electronic applications. The results after implementing E-CRM were obtained by consumers, customers and turnover increasing by an average of 20%.

Suggestions for future researchers, research not only on relationships with customers but also on customer suppliers who supply products so that raw materials are always available, so that business continuity can be guaranteed.

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