MEASURING THE EFFICIENCY PERFORMANCE OF CUSTOMER RELATIONSHIP MANAGEMENT BASED ON CLOUD COMPUTING IN PT COLUMBINDO PERDANA

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

MEASURING THE EFFICIENCY PERFORMANCE OF CUSTOMER RELATIONSHIP MANAGEMENT BASED ON CLOUD COMPUTING IN PT COLUMBINDO PERDANA

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Customer Relationship Management is one of IT strategy to improve market share. Cloud computing is "internet computing", can be defined as the capability to rent a server or many servers and run a geophysical modeling application on the most powerful systems available anywhere and anytime. PT. Columbindo Perdana implement CRM based on cloud computing hoping that this system can help the company to achieve company objectives.

The purposes of this thesis are to identify the CRM based on cloud computing performance. Using Balance Scorecard will compare between the current level of system and the company target. Periodically in evaluating the system help in increasing system performance.

The research methodology use Triangulation method, a term that describing about combining both quantitative and qualitative method. This method will be support by interview with the Sales manager, IT manager and IT staff, and questioner to fleet user. Source of data was primary and secondary.

The research found that the implementation of CRM based on Cloud Computing in PT. Columbindo perdana was success to achieved company target.

Keywords: Customer Relationship Management (CRM), Cloud Computing, Balanced Scorecard.

DEDICATION

I dedicated this thesis to my beloved father and mother for their prayer.

To my sisters, brothers, my nieces, and my nephews for always inspire me.

All of SGU IT2008 fellow, together with them we fight till the end.

And to my beloved country, Indonesia, for a better future.

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TABLE OF CONTENTS