# ABSTRACT

One of the options granted to the people of Bandung to travel especially to use air freight services at Soekarno Hatta airport is to use the service department Primajasa Bandung, BSM - Jakarta, Soekarno Hatta Airport. Therefore Primajasa companies are required to continuously improve work performance to be competitive with other transport services. One of the performance improvement made is the increase in ticket buying service. In the existing system to purchase tickets, customers must purchase tickets directly at the place of purchase tickets in BSM, buyers then choose the hour of departure in accordance with their needs and pay the ticket on the spot purchases of tickets available. In the existing system often there is a discrepancy of time of departure is available with the departure time required by the customer. One strategy that can be used and can effectively manage relationships with customers is the Customer Relationship Management (CRM).

Based on these problems, designed a CRM application in terms of purchasing tickets online. In particular, some improvements made include ticket booking process, the process of giving advice and criticism, the process of interactive communication and corporate customers in the form of forums, ticket payment processing, data processing transactions, procurement of membership, and processing the data bus.

This research resulted in a CRM application design has been done by analyzing the implementation of the system where there is testing the system and verification of the administration and the customer, other than that this design has also analyzed the advantages and disadvantages of the system compared with exist system.

Keyword: Customer Relationship Management (CRM), Database, Web Application)