

Implementation of Tax Consultant Monitoring Information System to Increase Client Satisfaction with E-CRM

by Riki Riki

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Implementation of Tax Consultant Monitoring Information System to Increase Client Satisfaction with E-CRM

Eso Hernawan¹, AgusKusnawan², Andy³, Riki⁴, Ricky Lihardi⁵

^{1,2,3}Department of Management, faculty of Business, University ofBuddhi Dharma, Banten, Indonesia

^{4,5}Department of Information System, Faculty of Science and Technology University of Buddhi Dharma, Banten,Indonesia

Abstract- In the modern world, especially in service companies began to recognize increasingly advanced technology to facilitate the activities carried out. By utilizing computer technology in service companies, especially tax consulting services, it will facilitate monitoring activities carried out by superiors or leaders, such as being able to monitor work processes that are in progress or that have been completed. Current technological advancements require companies to switch from manual to digital. Without using computerized monitoring the monitoring activities do not run optimally, for example such as the process of processing financial statements that are not well recorded, monitoring data sent by clients is not stored centrally and monitoring consulting activities undertaken by clients related to work outside the financial statements are not well recorded. A computerized system can help superiors or company leaders in monitoring data sent by clients, monitoring consulting activities related to work outside of financial statements, and also monitoring related to financial report work. By using the E-CRM method, this computerized monitoring can not only be done by the company. Where the client can monitor any work processes that are in progress or that have been completed either outside the financial statements or work related to financial statements.

Keyword: Monitoring, E-CRM, Servicing, Client Satisfaction

Introduction

Developments in the field of information technology, especially web-based information technology, can facilitate and assist various fields of work related to ease of access, distance and time. So that helped encourage various companies to use information technology to monitor work with web-based. Job monitoring is something that is important for a tax consulting firm as monitoring to be able to see the progress of the work process.

If the work is delayed, it will affect the company's reputation and also the interests of the client. By providing good service to clients, the client will feel satisfied and will make a good reputation for the company. Therefore, information on developments in the work is something that is very important to be given in order to avoid delays and other problems so as to reduce the bad reputation for the tax consulting firm and also the client's interest.

According to the Regulation of the Minister of Finance of the Republic of Indonesia in Article 1 number 1 Regulation of the Minister of Finance number 111 / PMK.03 / 2014 dated June 9, 2014 concerning Tax Consultants mentions the meaning of tax consultants. Tax Consultant is a person who provides tax consulting services to taxpayers in the context of exercising their rights and fulfilling their tax obligations in accordance with tax legislation.[1]

To facilitate the work monitoring process, a web-based monitoring information system is needed to overcome existing problems such as monitoring data sent by clients not stored centrally, consulting activities undertaken by clients and staff related to work outside the financial statements are not well recorded, reporting the execution of financial statements are not well recorded and sometimes only reported verbally.

Job monitoring information systems are expected to improve performance, effectiveness, efficiency and can also establish good relationships with clients.

This job monitoring information system is designed so that it can be used by clients, leaders, supervisors and staff in providing facilities related to work process information that is being implemented or that has been completed. The purpose of this study is to provide a means for the process of sending data delivery, presenting information on work processes related to work outside the ongoing financial statements, and can monitor the work of financial statements that are or have been processed by staff.

Literature Review

Monitoring

Monitoring is an activity to find out whether the program that was made is running well as planned, are there any obstacles that occur and how the program implementers overcome these obstacles[2].

Monitoring is monitoring that can be explained as awareness of what you want to know, high level monitoring is carried out in order to be able to make measurements through time that show movement towards the goal or move away from it[3].

Monitoring will provide information about the status and tendency that measurements and evaluations are completed repeatedly over time, monitoring is generally carried out for specific purposes, to examine the following processes of objects or to evaluate conditions or progress towards the objectives of management results on the effects of actions of several types between other actions to maintain.

CRM

CRM is often considered a marketing team database that primarily connects the marketing team of an organization with a customer database[4].

states customer relationship management or commonly known as Customer Relationship Management (CRM) is as follows: "a process of obtaining, maintaining and improving profitable customer relationships with the aim of creating customer value, so that customers are satisfied and maximize profits for companies to obtain in order to obtain a competitive advantage (comparative advantage), pay attention to product quality in order to provide excellent satisfaction for customers "[5]

E-CRM

E-CRM is the use of Web browsers, the internet, and various electronic touchpoints to manage customer relationships. In other words, e-CRM is an electronic customer relationship management arrangement[6].

E-CRM is the use of digital communication technology to maximize sales of existing customers and support ongoing use of online services[7].

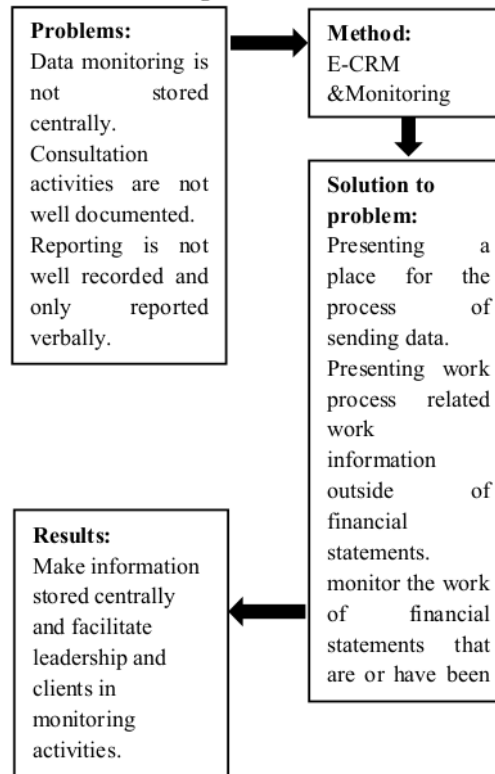
Quality of Service

Quality of service is any action or activity that can be offered by one party to another party, basically intangible and does not result in any transfer of ownership. Production of services may or may not be related to physical products[8].

The quality of service is centered on efforts to meet the needs and desires of consumers and the accuracy of its attainment to balance consumer expectations, namely the conformity between expectations with perceptions with management, the suitability between perceptions of consumer expectations with employee work standards, suitability between the work standards of employees with the services provided, the suitability between the services provided with the services promised and the suitability between the services received and those expected with consumers[9].

Methods

Fig 1. Problem Statement



Strategic

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Strategic generally focuses on developing a customer-centric business culture that aims to win and retain consumers. The customer-centric business culture can be achieved by creating and delivering better value compared to competitors. In a culture such as customer-centric, generally existing resources will be placed in the position that most increases consumer value.

The establishment of a monitoring information system will encourage resources to provide the best service to clients so as to increase client satisfaction as well as the strategic goal of winning and maintaining clients.

The monitoring information system explains every activity carried out by the Client, Supervisor and Staff. This activity will be recorded in the system. Examples include clients uploading data, supervisors receive data, data is being worked on and work is done. So if there are staff who do not work on the data that has been sent by the client it will be monitored through the system, even the client can monitor the work process that is being processed, which has been done or even overdue. Thus the staff will be encouraged to provide the best service to clients.

Operational

Operations provide support for business processes in the front office, such as for sales, marketing and services. Operational focuses on automation of how companies relate to their customers. Where operational makes service, sales and or marketing more efficient and increases the profitability of companies and customers.

As mentioned above, Operational provides support for business processes, such as selling to the system. There will be a feature to make invoices to be sent to clients where if the client has paid the bill can upload the proof of payment into the system and if the payment is appropriate it will be accepted by the supervisor so that he can change the payment status. If the bill has not been paid until the due date then the bill will be overdue invoice.

Next about marketing (marketing) in the system there will be a company profile. Where in the company profile informs the company's excellence and work to be carried out by the company. So that with this company profile it will be very easy to get new customers.

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The next business process is service (service) where in this system will display a graph that can inform activities related to work that is being processed, done or that has been overdue. It also can display information on bills that have been paid, unpaid or bills that are due.

Analytical

Analytical Is the process of analyzing data relating to the customer. Where companies have to understand what the customer requests and respond by analyzing customer data for various purposes such as designing and executing marketing targets.

In this case the system will be based on information from interactions conducted by the client with staff. Where the information obtained from the client is stored and used as information as a reference to create a system where the system built can meet client satisfaction.

For example, in the process of working on financial statements or work that is outside the financial statements, clients often follow up to the staff to ask about the work being done, with this computerized monitoring information system the client can see the work being done, which has been completed or overdue status on the dashboard available in the system.

Collaborative

Collaborative service applications, such as e-mail, personalized publishing, e-communities, discussion forums, and other facilities where the application is designed to facilitate interaction between customers and companies.

With the creation of a computerized monitoring information system that can facilitate interaction between clients and staff as well as staff with the internal company. In this case the system can provide notifications to Clients, Supervisors and Staff via e-mail regarding the activities carried out.

The methods section describes the rationale for the application of specific procedures or techniques used to identify, select, and analyze information applied to understanding the research problem, thereby, allowing the reader to critically evaluate a study's overall validity and reliability. The methodology section of a research paper answers two main questions: How was the data collected or generated? And, how was it analyzed? The writing should be direct and precise and always written in the past tense.

Results

Proposed System Procedures

The following is the arrangement of the proposed process of monitoring the Tax Consultant's Job Monitoring System to Increase Client Satisfaction

Work Monitoring Procedure

- a. Clients upload data based on month and year period.
- b. The supervisor receives data from the client
- c. The supervisor classifies the types of documents and distributes them to each related staff
- d. Staff receive data and work on it
- e. After the staff does the work, the Supervisor checks the results of the work
- f. If something goes wrong or not correct, the staff will revise the work
- g. If the work is correct, the staff will upload the work and the client downloads the work
- h. After the work is declared complete, the client will be sent a bill/invoice
- i. After the client pays the bill, proof of payment is uploaded into the system and received by the Supervisor
- j. Proof of the payer is checked, if it is not suitable then the payment is refused
- k. If the payment is appropriate, it will be approved by the Supervisor
- l. If payment has been approved, the billing status will change
- m. The leader can check the results of the work process and the status of the bill

Consultation Monitoring Procedures

- a. The consultation list is used for work outside the financial statements.
- b. Staff make a consultation list.
- c. If staff get information from the Tax Service Office, Staff must make changes / updates.
- d. Clients can monitor the work process outside the financial statements.

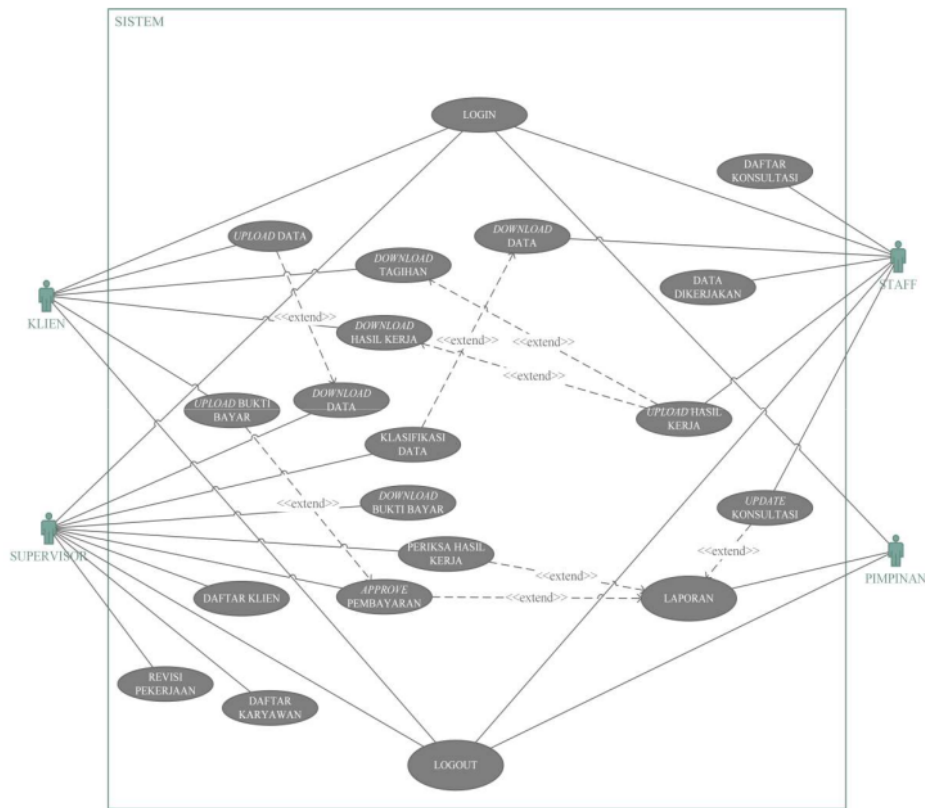


Fig 2. UseCase Diagram

Table 1. UseCase Description

Use Case name	Actor	Description	Pre condition	Scenario	Post condition
Login	Leaders, Supervisors, Staff and Clients	The use case illustrates the actor inputting an ID and password to enter the main menu.		The actor enters the ID and password, then presses the Login button.	a. System successfully accessed. b. Actors access the system according to each level of user. c. If the Actor enters the wrong ID and password, the system cannot be accessed and the Actor can try to re-login.
Upload Data	Client	Use cases describe actors Uploading data /	a. Actors	The actor selects the data / document to be	a. Actors access the system to

		documents that will later be received by the supervisor.	b. Actors open the Login sub menu	uploaded then presses the upload button	b. If the Actor does not attach the file to be sent, the system will refuse to upload and the actor must attach the file.
Upload Proof of Pay		Use case illustrates the actor Uploads proof of payment which will later be received by the supervisor..		The actor enters the ID and password, then presses the Login button.	a. Actors access the system to upload proof of payment. b. If the Actor does not attach the file to be sent, the system will refuse to upload and the actor must attach the file.
Download Job Results		Use cases describe actors downloading work uploaded by staff.		The actor presses the download button and succeeds in downloading the work.	a. Actors access the system to download work results. b. If the Actor presses the download button, the work results will be downloaded successfully
Download Bills		Use cases describe actors downloading bills that are sent automatically by the system.		The actor presses the View button then successfully opens the billing file and can download the billing file.	a. Actors access the system and receive bills. b. If the Actor presses the job button is finished then the bill will be sent through the system automatically and can download it.
Check Work Results	Supervisor	Use cases describe actors examining work results.		The actor presses the Check Results Job button and successfully changes the status of the job.	a. Actors access the system to press the Check Job Results button.

					<ul style="list-style-type: none"> b. If the Actor presses Check Job Results then the job status will change.
Data Download	Supervisor/Staff	Use cases describe actors downloading data.		The actor pressed the Download button and successfully downloaded the data.	<ul style="list-style-type: none"> a. Actors access the system to download data. b. If the Actor presses the Download button the data is downloaded successfully.
Data Classification		Use cases describe the actor falsifying data sent by the client.		Actors classify data then press the Save button and successfully distribute data to staff.	<ul style="list-style-type: none"> a. Actors access the system to classify data. b. If the Actor presses the Save button then the data is successfully classified and distributed to staff.
Download Proof of Pay	Supervisor	Use case illustrates the actor downloading proof of payment.		The actor presses the View button then successfully opens the proof of payment file and download the proof file.	<ul style="list-style-type: none"> a. Actors access the system to download proof of payment. b. If the Actor presses the Download button, the proof of payment file has been downloaded successfully.
Receive payment		Use case illustrates the actor validating payment.		The actor presses the Approve button if the bill paid is appropriate.	<ul style="list-style-type: none"> a. Actors access the system to validate payments. b. If the payment is appropriate, the actor presses the Approve button, the payment status changes to

Client List		Use cases illustrate that actors can add and change Client data.		The actor selects the Client sub menu and then performs system functions.	a. Client data successfully added. b. Client data successfully changed
List of Employees		Use cases illustrate that actors can add and change employee data.		The actor selects the Employee sub menu and then performs the system function.	c. Client data successfully saved.
Consultation List		Use cases illustrate that actors can add and update Consultation data.		The actor selects the Employee List sub menu and then performs the system function.	
Data Done		The use case illustrates that an actor can change the status by pressing the Start Work button.		The actor selects the Job sub menu then selects job details and presses the Start Work button.	a. Actors access the system to change the status of work. b. If the Actor presses the Revision button then the status is successfully changed.
Work Revision	The staff	Use case illustrates the actor's revising work.		The supervisor presses the Revision button if a wrong job occurs and will change the revised job status.	a. Actors access the system to change the status of work. b. If the Actor presses the Revision button then the job status is successfully changed.
Upload Work Results		Use cases describe the actor Uploading Work Results that will later be accepted by the client		The actor selects the file to be uploaded then presses the upload button	a. Actors access the system to upload work files. b. If the Actor does not attach the file to be sent, the system will refuse to upload and the actor must attach the file.
Consultation Update		The use case describes the actor updating		The actor selects the Consultation sub menu then	Actors access the system to update the consultation

		the status of the ongoing consultation process.		selects the consultation details and changes the status of the ongoing consultation process.	status.
Report	Leader	Use cases depict actors looking at work, consultation and billing reports.		The actor selects the Consultation, Employment and Billing sub menus then selects details to see the status.	Actors access the system to see the status.
Logout	Clients, Supervisors and Leaders	Use cases describe the actors coming out of each account and heading to the main menu.	Actors log into the system.	The actor clicked on the Logout button.	The actor managed to get out of each account.

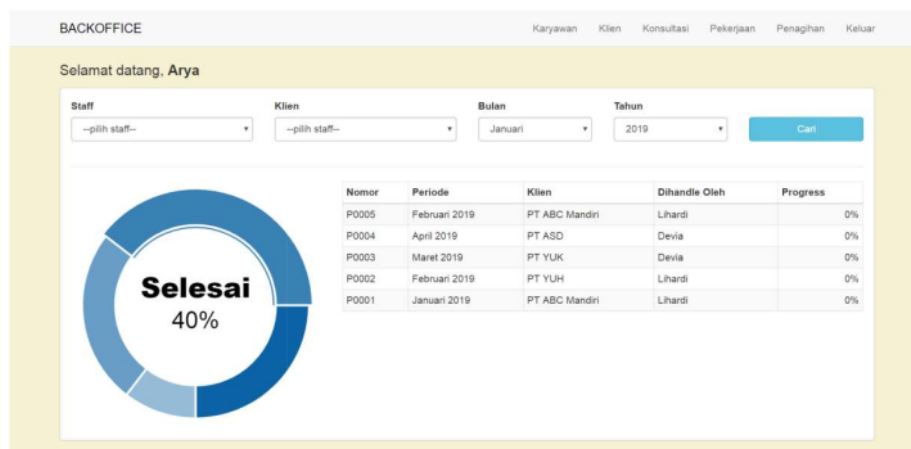


Fig 3. Supervisor and Leader Login Menu

Supervisor and Leader menu page views when logging in, where Supervisor and Leader can access all the menus and oversee the results of the work of the staff both pending and the same as being completed

Conclusion

Based on the results of the writing and analysis of the Computerized Monitoring Information system that was presented in the previous chapters. The system is built to increase client satisfaction, the following conclusions can be drawn:

- Client satisfaction increases with the existence of a Computerized Monitoring information system.
- The process of sending data is done by uploading it into the system, so that the data is stored centrally and can be monitored by the supervisor for any data sent by the client.
- The system can display consultation reports that are ongoing and which have been completed can also be monitored through the status table for each activity carried out.

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- d. The system can display reports of work that has not been done, that is being done, that has been done and the overdue status.
- e. Status feature can provide information on the work process from sending data until the job is completed and billing information that has not been paid.

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