



Proposed Customer Knowledge Management (CKM) in the Truku Logistics Application Feature PT Biru Samudera Selatan

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Abstract: Logistics processes that only make one trip in the transportation of goods result in inefficient logistics costs. Truku is an integrated digital logistics solution that provides added value to the company. the current condition of the truck application is still unable to optimally support services to users, especially the automatic payment transaction feature. The method used in this study is a conceptual model of Customer Knowledge Management (CKM) based on the Customer Relationship Management (CRM) phase and the Knowledge Management (KM) process. The results of the comparison of the features that have been formulated with the features available in the Truku application then become a reference for determining the proposed features that are recommended to PT Biru Samudera Selatan to be implemented in the Truku logistics application. So that later it can facilitate the development of application features based on the needs of the users of the Truku logistics application.

Keywords: Customer Knowledge Management, Customer Relationship Management, Knowledge Management.

INTRODUCTION

Transportation is an activity that plays a role in the process of moving goods and connecting between locations in the distribution process by considering the best price, transit time, and travel routes. In addition, transportation can affect the scheduling and size of shipments. The purpose of transportation is to get the company's response to meeting consumer needs in improving service quality in a distribution network (Martono , 2019). In addition, there are two important functions of transportation in providing logistics service solutions, including product movement and product storage.

The economic value of transportation in the movement of goods from one location to a destination in a company's supply chain is one of the things that must be considered in order to run effectively and efficiently. Transportation provides geographic benefits to the logistics system, namely connecting facilities with companies. Some of the cases experienced by several companies include expenses for transportation that are greater than expenses for other elements of logistics operations such as moving and storing goods. There is a difference

between transportation costs and total logistics costs in various logistics industries, including: industrial transportation costs for high-value products such as cameras, jewelery and other electronic goods make up a low percentage of sales. This is because most consumers come directly to the place of purchase without having to incur expensive transportation costs. On the other hand, transportation costs for mining products, chemicals, and fertilizers are relatively high as a percentage of sales because stocks of these goods are starting to decrease. Apart from that, high transportation costs are caused by moving goods from one location to another causing companies to incur large costs (Bowersox , 2002).

There are several causes of high logistics costs caused by an inadequate transportation system, including: high logistics costs at ports are influenced by poor infrastructure and result in high loading processing time (dwelling time), this causes ships to have to wait a long time for processing goods handling (Bowersox , 2002). In Indonesia, the cause of high logistics costs is influenced by transportation costs, warehouses, and costs for management facilities such as ports. Therefore, it is necessary to make changes to the logistics. Sea and port transportation systems must be improved, so that the logistics process slowly shifts from land to sea transportation. When viewed from the land route, one of the factors causing high logistics costs is the network used to transmit data and information (backhaul) which is very bad.

This can be seen when the truck has finished delivering goods but when the truck returns home it doesn't bring anything, in other words the truck is empty. Of course this can increase the selling price due to driver and fuel costs being charged to the number of units of goods sent. One of the reasons for imposition of this fee is the security or high risk of truck transportation, which often imports in large quantities and in inappropriate conditions (Carana, 2004). According to data provided by the Asia Foundation (2008), trucks in Indonesia cover an average distance of 21,800 kilometers per year, less than half the average mileage for Asia of 57,000 kilometers per year. According to research conducted by the World Health Organization (WHO) in 2010, in Indonesia there were 1.77 million people who were injured and died as a result of land transportation accidents. Causes: Humans (90%), vehicles (6%), roads and the environment (4%).

According to news reported by liputan6.com (2018), transportation costs are a factor that is taken into consideration by entrepreneurs in carrying out their services. This is because entrepreneurs need capital to purchase vehicles, gasoline, and vehicle maintenance. The profits derived from this service are not able to cover large capital, while the delivery of goods in the field is sometimes not effective and efficient. This also has an impact on the high cost of fuel and vehicle maintenance. In addition, the existing system is ineffective and inefficient, causing goods not to arrive on time.

This of course will have an impact on customer satisfaction where customers feel disadvantaged and dissatisfied which will result in small company profits. In general, the logistics problem experienced by companies is looking for transporters for cost efficiency, where companies want to find transporters with the best quality at the minimum possible price. The logistics process of goods that only makes one trip in the transportation of goods results in higher logistics costs because when the truck is finished delivering the goods home, it is empty without loading the goods. Logistics improvements can be made by providing innovation. One of the innovations related to this problem is the Truku Application which is owned by a company in Indonesia, namely PT Biru Samudera Selatan, located at Talavera Office Park 28th Floor Jalan TB Simatupang Kav 22-26 South Jakarta, DKI Jakarta 12430 Indonesia.

PT Biru Samudera Selatan is a company formed and established based on Indonesian law, the owner of the Truku application in the service process. This company is trying to solve logistics problems by creating an application called Truku where these digital logistics applications are integrated with each other which can provide added value to the company.

Starting from the company's difficulties in managing logistics processes that have not been able to meet the needs and understand what consumers want in managing logistics activities effectively and efficiently. Things that can be done with this application include: Truck On Demand (TOD) and Truck Management System (TMS) which can be used by companies in developing or improvising existing logistics processes.

The problem with the current application is that there is no transaction feature in the payment process that has not been integrated online. The current condition of the Truck On Demand (TOD) service is that when ordering through the truck application, information is provided in the form of the area for picking up goods, location, type of truck and the amount of goods to be sent. The transporter must send bills of payment manually to the owner of the goods (cargo). So that the transporter causes an error in recapitulating payment transactions for goods that have been sent, with problems in the Truku application causing the company's service to customers to be not optimal. Meanwhile, one of the keys to business success is better service to customers by paying attention to customer needs and satisfaction, so that service to customers can be improved.

There are two main features of Truku, the first is the Truck On Demand (TOD) feature, namely the owner of the goods (cargo) and the owner of the transporter (truck). Truck on demand (TOD) is a facility to reconcile supply and demand for trucks online. As with ride-sharing (motorcycles, cars) that we can meet today. The advantages of truck on demand are facilitating consumers to get the best rates according to the criteria they want, providing features that customers get trucks according to their needs related to the type of truck and truck capacity used, and providing detailed information from the logistics process in real time to ensure that each process runs according to plan.

The second is the Transportation Management System (TMS) feature, which is a system that helps transporters manage their trucks. The Truck Management System (TMS) has features, namely: first, digital logistics is a feature presented related to the need for digitization in business processes owned by users, both from factories and warehouse operations, so that processes are easier and transaction security. The second is reporting, which is a detailed reporting feature, including delivery performance reports, safety reports and freight cost reports from each process, carried out to meet the information needs of users. Third, Vehicle & Driver Management is a feature that makes it easier for vehicle owners (transporters) to manage vehicles and drivers, in administration and vehicle performance. Fourth, the integration flexibility feature, namely the features provided related to business processes, namely the ERP (Enterprise Resources Planning) system, which is the company's main system consisting of manufacturing, finance, logistics, HRD, and procurement systems.

Based on the problems described earlier, the development of the Truku application features has not been optimal, so an analysis of the features of the Truku application can be carried out to make it easier to map the features of the Truku logistics application. This is intended so that customers can enjoy available truck application features or services according to consumer needs. With the development effort, it is hoped that the Truku application will more optimal towards customer loyalty and towards the company can be realized with the logistics process running effectively and efficiently. The Customer Knowledge Management (CKM) method determines the concept of features according to the customer's wishes in the Truku application features and applies a framework of thinking with flow analysis.

The Customer Knowledge Management (CKM) method is used as a continuation of the process by generating, disseminating, integrating and using knowledge between customers and companies. If Truku has implemented the Customer Knowledge Management (CKM) model based on customer needs, then customers will be satisfied with the truck application services in terms of making the truck ordering process and interacting with service providers in the Truku application. The goal is that Truku application customers will later become a

long-term asset in maintaining the continuity of the business processes used by PT Biru Samudera Selatan through Customer Knowledge Management (CKM) based on the customer relationship management (CRM) phase and knowledge management (KM) processes.

LITERATURE REVIEWS

Logistics

Logistikos is the origin of the phrase logistics. This sentence comes from ancient Greek which means smart in calculating and estimating. Logistics is a very important matter to be discussed in this study, because the risks to be identified are the risks of logistics application problems. Logistical problems that arise are increasingly widespread and complex, starting from the process of raw materials to finish goods used by customers (Garside and Rahmasari, 2017).

Logistics is a planning technique of a process of production, storage and transportation of a product from one place to another (Subagja, 1990). There are several understandings from logistics experts and it continues to grow because logistics always adapts to other sciences or fields. Some of the notions of logistics that already exist today are as follows: According to (Martin Christopher, 1998) logistics is a strategic process of moving and storing materials and the final product or finish good.

(Yolanda M. Siagian, 2005) defines the logistics process as part of a supply chain process that aims to plan, implement, and control all processes from the start point to the end point efficiently and effectively to meet customer needs. (Donald Bowersox (2002)). Logistics is a strategic process in moving and storing products from suppliers to customers. match in dimensions and the process of moving and storing goods is the main feature of logistics activities.

Knowledge Management (KM)

Knowledge management is a management strategy, method and technology for enterprise models in order to achieve optimal results. Knowledge management is a process of coordinating, implementing information recipients and user experience that can support corporate strategy.

Knowledge is how to process information into useful information. Data information in the form of data based on facts, beliefs, truth and expertise of the recipient of the information (Whitten, 2004). According to (Purnama & Budihardjo, 2008) designing knowledge management in companies periodically will improve the ability of employees, groups and organizations to achieve optimal performance results. Meanwhile, according to (Awad, 2003) Knowledge is how humans understand a certain field that is obtained through experience and education.

Knowledge can increase the company's added value and customer and stakeholder satisfaction values (Afifah, 2015). (Buckley , et al 2002) knowledge is the knowledge and skills used to solve problems. Knowledge consists of theory and practice as guidelines and rules in making decisions. So it can be concluded that Knowledge is human understanding of certain jobs that have been studied through education, experience and information that is contextual and relevant. Purpose Knowledge in a business context aims to create added value in a company.

Customer Relationship Management (CRM)

According to (Al-Shammari, 2008) Customer Relationship Management (CRM) is a mixture or combination of integrated business processes with technology, which aims to understand the usage process. Combinations are also useful for distinguishing between the competitiveness of a product and a service. Customer Relationship Management is a customer-based strategic management aimed at increasing customer satisfaction.

(Wilde, 2011) there are seven steps to the Customer Relationship Management approach which are called phases in improving relationships with customers or called the Customer Relationship Improvement Cycle. The explanations in this phase are (i) collecting company internal data, (ii) making a list of categories and information, (iii) making knowledge available to the company, (iv) exchanging information between employees, (v) managing knowledge to make it available to customers, (vi) updating information regularly, (vii) completing knowledge based on database.

(Gautama S, 2005) in the process of developing Customer Relationship Management which applies the concept of knowledge management consisting of follow-up processes and responsibilities for obtaining opportunities and opportunities. Before carrying out the steps in formulating the Customer Knowledge Management (CKM) feature, the phases of Customer Relationship Management (CRM) will be explained first.

Based on the explanation above, it can be concluded that companies that produce both goods and services try to make marketing the spearhead of their business and focus their marketing activities on consumers. Customer Relationship Management (CRM) is a strategy used in building a relationship with its customers focusing on consumers who lead to customer value. According to (Kalakota & Robinson in Budiarjo et al, 2008).

Customer Knowledge Management (CKM)

The conceptual model of Customer Knowledge Management is the process of identifying, acquiring and managing consumer information structurally in the CRM and KM phases. As is known, many companies are engaged in combining these phases or better known as customer knowledge management. The objective of the customer knowledge management method is to know the position of each component and sub-component in the CRM and KM phases. According to Wilde (2011), the application of CKM can renew unclear knowledge of customers. This is necessary so that customers can establish long-term cooperation with the company. Therefore CKM is expected to be implemented by companies and consumers to obtain information from both parties effectively and efficiently. (Rollins and Halinen, 2005) Customer Knowledge Management is a strategic management process to support the exchange of consumer information between one organization and another. The goal is to be able to manage consumer relations and consumer services such as Customer Relationship Management.

According to (Trejo, 2016) Customer Knowledge Management is a process of systematically identifying consumer information. This process is used by companies to identify consumer knowledge. So it can be concluded that Customer Knowledge Management (CKM) can be interpreted as a strategic process in which companies empower their customers from market users of their products and services to become partner sources of knowledge through the process of identifying, instilling, and using knowledge from about and for customers (Gibbert et al , 2002 in Belkahla & Triki 2011).

METHODS

The method used in this research is direct observation in identifying problems with the Truku application features. The chosen method is the Model of Customer Knowledge Management adapted by Zanjani et al ;, (2008) which is based on the Customer Relationship Management (CRM) phase and the Knowledge Management (KM) process. Customer Knowledge Management (CKM) can be interpreted as a strategic process in which companies empower their customers from market users of their products and services to become knowledge partners through an identification process, by integrating and using knowledge between customers and companies. (Gibbert et al , 2002 in Belkahla & Triki 2011).

The analysis that will be carried out in this research includes: firstly analysis of the formulation of Customer Knowledge Management (CKM) features, secondly analysis of

conceptual mapping of Customer Knowledge Management (CKM), thirdly analysis of the strategy of each sub-component of the CKM model based on the Customer Relationship Management phase (CRM), the fourth feature analysis is implemented based on a predetermined strategy, the fifth feature mapping analysis is formulated against Customer Relationship Management (CRM) and types of knowledge, and the sixth feature comparison analysis has been formulated with features in the Truku application.

RESULTS AND DISCUSSION

Analysis of respondent demographic results

Analysis of the results of demographic respondents in this study used a questionnaire as primary data obtained from distributing questionnaires to users of the Truku logistics application. Questionnaire created in a google form and distributed via email to Truku users. So that the number of questionnaires filled in was 96 respondents based on the Lemeshow formula. The following is a detailed questionnaire that has been processed based on the latest education category, domicile address, gender, age , and experience using the Truku application.

1. Latest Educational Data

Education is divided into three categories with the number of respondents having a bachelor's degree (S1) education, namely 2% of all respondents, namely 2 people, while respondents with a Diploma education (D3), namely 36% of all respondents, namely 34 people and respondents with a school education. Upper Middle School (SMA), namely as much as 62% with all respondents being 60 people.

2. Data Gender & Domicile Address

Gender was found in 96 respondents with a total male gender of 79% of the total number of respondents as many as 75 people while the number of women was 21% of the total number of respondents as many as 21 people. While the number of respondents based on domicile for the number of domiciles in the Jabodetabek area category is 64% with a total of 62 respondents and the category outside Jabodetabek is 36% with a total of 34 respondents.

3. Data Age & Experience Using Trucks

Experience in using the Truku application with the majority of respondents having experience > 1 year, namely 8% with a total of 8 respondents, while with experience of 2-6 months, namely 55% with a further 53 respondents who have experience of 6-12 months that is equal to 37% with the number of respondents as many as 35 people. Meanwhile, respondents aged 18-25 years were 16% with 16 respondents, 18% > 36 years old and 17% respondents. and ages 26-26, namely 66% with a total of 63 respondents.

4. Truku Respondent Data regarding Payment Features

Truku respondent data regarding payment features based on a questionnaire given to Truku application users from 96 respondents regarding automatic payment features that are already available with 28.13% STS criteria with 27 respondents, 26.04% TS criteria with 25 respondents , CS criterion was 37.50% with 36 respondents, S criterion was 6.25% with 6 respondents and SS criteria was 2.08% with 2 respondents.

5. Truku's data regarding application development

Truku's data regarding application development, for example the automatic payment feature, was obtained from the results of the Truku application user questionnaire. The results obtained for SS criteria were 26.04% with 21 respondents, S criteria were 46.88% with 45 respondents, CS criteria were 26.04% with 25 respondents, TS criteria were 4.17% with the number of respondents was 4 people and the STS criteria was 1.04% with 1 respondent.

Analysis of the description of the results of the questionnaire

Analysis of the description of the results of the questionnaire containing 25 questions given to respondents related to the proposed features in the Truku logistics application. In distributing this questionnaire, respondents can provide ratings, complaints and needs of Truku application users. To make it easier to fill out the questionnaire, each Customer Relationship Management (CRM) variable is grouped, namely Acquire , Retain and Expansion.

The results obtained showed that they strongly agreed, namely 7.71%, while respondents said they agreed 32.19%, then respondents quite agreed 34.48%, disagreed 13% and strongly disagreed 12.81%. Statements no. 5 to 10 show that respondents or potential users of the Truku application assess the completeness of the information, features and services provided to users and potential users. Whereas in statement point 4 regarding the automatic payment feature, it shows that users need convenience in transactions such as online payments. This statement is related to the strategy to get new customers which can be realized by developing features.

The results of the questionnaire on the Retain variable after carrying out the calculations on average, then the results for the Retain variable were obtained by respondents who strongly agreed as much as 8.20%, respondents who said they agreed 28.52%, while respondents said they quite agreed at 31.38% , disagree that is 16.93% and strongly disagree 14.97%. In statement point 17, namely the truck application generates a payment transaction report that the average respondent needs to answer STS and TS with a total percentage of 64.98%, it shows that the Truku payment transaction system is currently still manual, causing difficulties for Truku users. Whereas in point statements 11-14 respondents quite agree with the Truku application service creating a strategy to retain customers by improving Tuku services. In statement point 15, namely the Truku Application, designing marketing based on customer references is one of the strategies, namely adaptability, listening and responsiveness in order to improve service to Truku users.

After calculating the average questionnaire on the expansion variable. The results obtained showed that they strongly agreed, namely 9.67%, while respondents said they agreed 33.33%, then respondents quite agreed 30.21%, disagreed 12.20% and strongly disagreed 14.58%. Statements 19 to 11 show that Truku provides historical transaction information, provides security and convenience, namely being able to fulfill orders quickly. Shown by the number of agreed percentages of 60%, the later service improvements provided by Truku are to foster good relationships that already exist with customers and provide good service, with this it is hoped that loyal Truku customers will be created.

Whereas in the statement point 25 related to the need to develop Truku features, 68.76% of Truku respondents agreed and strongly agreed that the development of the Truku application features would be improved, one of which was the automatic payment feature which is urgently needed at this time.

Validity and Reliability Test Analysis

This study used a validity test and a reliability test using the SPSS 16 program. The validity test was carried out by comparing the values of r counts and r tables. If r count is smaller than r table then the indicator can be declared invalid. While the reliability test was carried out by comparing the minimum Cronbach alpha number, which is 0.6, meaning that if the Cronbach alpha value obtained from the SPSS calculation results is greater than 0.6, it can be concluded that the questionnaire indicators are reliable or reliable and vice versa.

It shows that the question on the Acquire indicator variable X1.4, the value processed using the SPSS 16 program is 0.151 which is smaller than 0.2006 (r count < r table), X1.8 gets an r count value of 0.175 with an r table value of 0.2006. Meanwhile, the Retain variable indicator X2.6 obtained r count of 0.143 < r table of 0.2006 , and indicator X2.7 r count of

0.197 < r table of 0.2006, indicating that the indicator is invalid. Meanwhile, for indicators with a value greater than 0.2006 ($r_{count} > r_{table}$), the questionnaire has a positive correlation, so the questions in the questionnaire are valid.

After the questionnaire was declared valid using the SPSS 16 program, the reliability test was then carried out. The reliability test is used to measure whether a questionnaire is consistent when used repeatedly. The reliability test was carried out using the cronbach alpha coefficient. A questionnaire is declared reliable if it gives a Cronbach alpha value > 0.6 (Ghozali, 2009). Based on the reliability test results for the Acquire variable of 0.610, and the expansion variable of 0.640 is greater than the minimum Cronbach Alpha value of 0.6 with . the questionnaire used to measure Acquire variables and expansion variables to respondents can be said to be reliable or reliable. While the Retain variable on the questionnaire has a value of 0.528 < 0.6 , the Retain research variable can be said to be unreliable or unreliable.

Advantages and disadvantages of the conceptual model of Customer Knowledge Management (CKM) adapted by Zanjani et al (2008)

The Conceptual model of Customer Knowledge Management (CKM) is a taxonomic method and can be used as a reference in the area of customer knowledge management, a method known as the “butterfly model”. The main function of the Butterfly Model is to determine the interaction mechanism between the company and its customers (Zanjani et al, 2012). The butterfly model explains that companies can manage customer knowledge broadly in both e-commerce and non-e-commerce fields. In terms of mechanism assessment from three different customer perspectives. Such as knowledge for consumers, knowledge from consumers, and knowledge about consumers. In addition, this model explains the mechanism of customer knowledge management (CKM) in more detail than the conceptual model of Customer Knowledge Management (CKM) in previous studies.

The advantage of using the conceptual model Customer Knowledge Management (CKM) adapted by Zanjani et al (2008) is to provide knowledge information to customers in a systematic way to increase customer perceptions about the quality of a product, customers become more interested so that they change from passive recipients of information to become informative customers about products offered. In addition, it can find out the needs and motivations of customers for a product, so that products are developed in accordance with the knowledge and needs of customers with the aim of increasing the selling value of products compared to other product competitors. While the weakness of the model is that the process is complex and requires more effort, not all companies can apply the Customer Knowledge Management (CKM) method. Errors in the Customer Knowledge Management (CKM) process can waste time and money resulting in ineffective and efficient operational processes.

Analysis of the formulation of Customer Knowledge Management (CKM) features based on Customer Relationship Management (CRM) and Knowledge Management (KM)

In this research, concept mapping and the stages carried out by Truku feature analysis are the stage of mapping the conceptual model of Customer Knowledge Management (CKM) which is the stage in identifying each company's strategy which will later be used in determining the features of the Truku application . The CKM model was adapted by Zanjani et al (2008) with a number of sub-components of knowledge taken, including 9 sub-components which were later analyzed and formulated to become a proposed Truku application feature in this study, namely: Prospective Customer Information, Company Introductory Information, Company Product Knowledge , Personal Information, Customer Requirement Information, Product and Service Information, Marketing, Sales and Support Information, Historical Information and Choice Information.

The purpose of feature formulation is to understand the existence of each component and sub-component conceptual model of Customer Knowledge Management (CKM) adapted by Zanjani et al (2008) which is used to determine the strategy of features that can be used by the Truku logistics application. In the study of Aghamirin et al (2014) in conducting knowledge analysis, 8 sub-components were formulated. Research conducted by Wijaya, et al (2012) in his research took 8 subcomponents which were analyzed and formulated into e-commerce features.

1. Conceptual Customer Knowledge Management (CKM) mapping analysis

The conceptual mapping analysis of customer knowledge management (CKM) to the customer relationship management (CRM) phase and knowledge management (KM) processes in formulating the proposed Truku logistics application features uses 9 sub-components adapted by Zanjani et al (2008). The knowledge analyzed included : prospective customer information, customer needs information, company introduction information, company product knowledge, information about products and services, information about marketing, sales and support, personal information, historical information, and choice information.

2. Analysis of the strategy of each sub-component of the Customer Knowledge Management (CKM) model based on the Customer Relationship Management (CRM) phase

Mapping analysis of strategic solutions to the sub-components of the CKM model which have been grouped in the Customer Relationship Management (CRM) phase, namely Acquire, Retain, and Expansion which was adapted from (Budiarjo & Iriwensyah, 2008). By using the strategy adapted by Budiarjo & Iriwensyah, it is a strategy for systematic customers according to the needs and motivations of customers for a product, so that products are developed in accordance with the knowledge and needs of customers.

3. Analysis of the features implemented based on a predetermined strategy

The feature analysis that was applied based on the strategy that had been determined in determining the proposed Truku features based on the Customer Knowledge Management (CKM) method resulted in 33 feature suggestions based on 9 predetermined strategies. The strategy of providing various information needed by prospective customers is obtained 11, while the strategy of providing information about the company 3, providing information related to services 4, obtaining user data 3, conveying various information needed 1 is the same as prospective user info but there are additional features, providing features for application users 4 , providing application user features in marketing 2, recording history 4, and delivering services 1.

4. Feature mapping analysis formulated for the Customer Relationship Management (CRM) and Knowledge Management (KM) phases

The feature mapping analysis formulated for the Customer Relationship Management (CRM) phase, namely: Acquire, Retain, Expansion, Knowledge Management (KM) processes include Create Knowledge (CRK), Capture Knowledge (CPK), Estimate Knowledge (EK), Save Knowledge (SK), Process Knowledge (PK), Disseminated Knowledge (DK) and types of knowledge are: knowledge for consumers, knowledge from consumers, and knowledge about consumers in conducting mapping including each feature with each category of Customer Relationship Management (CRM) , Knowledge Management (KM), and types of knowledge to identify deficiencies in the mapping of each of Truku's logistics application features.

5. Comparative analysis of features that have been formulated with Truku Logistics application features

The analysis performs a comparison of the features that have been formulated with the features of the Truku application. The following is a table comparing the features of the Truku application based on Customer Knowledge Management (CKM), to find out whether or not these features are available in the Truku application and the proposed

features needed by users of the Truku application with the aim of improving better service to users and loyalty can be realized.

CONCLUSION

The conclusions obtained based on the research results are to produce a comparison of the features of the mapping results of the conceptual Customer Knowledge Management (CKM) model based on the Customer Relationship Management (CRM) phase and the Knowledge Management (KM) process. The results of the comparison of the features that have been formulated with the features available in the Truku application then become a reference for determining the proposed features that are recommended to PT Biru Samudera Selatan to be implemented in the Truku logistics application. So that later it can facilitate the development of application features based on the needs of the users of the Truku logistics application.

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