ABSTRACT

Title	**:**	**DESIGN AND DEVELOPMENT OF A WEB-BASED INFORMATION SYSTEM FOR CUSTOMER AND SALES MANAGEMENT WITH THE IMPLEMENTATION OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) USING PHP AND MYSQL AT KATAHATI MOTOR STORE**
Name	**:**	**Muhammad Zaki**
No BP	**:**	**21101152610482**
Study Program	**:**	**Information System**
Education Level	**:**	**Strata 1 (S1)**
Mentor	**:**	**1. Dr. Mardison, S.Kom, M.Kom**
		2. Deval Gusrion, S.Kom,M.Kom

Katahati Motor Store is a business engaged in selling spare parts and providing car services, located at Jhoni Anwar Street Number 154, Padang, West Sumatra. The operational processes are still manual, leading to several issues, such as delays in transaction recording, the risk of data input errors, and challenges in managing loyal customer rewards. These issues affect operational efficiency and customer loyalty. This study aims to design and implement a web-based information system incorporating Customer Relationship Management (CRM) to enhance customer management and sales. The system development follows the waterfall method, which includes analysis, design, implementation, testing, and maintenance. Data were collected through interviews, observations, and literature studies to strengthen the theoretical foundation. The system is developed using PHP and MySQL to ensure accurate data management. The study results indicate that the system improves transaction recording efficiency, speeds up decision-making with sales reports that provide detailed information tailored to the needs of the Katahati Motor Store owner, and enhances customer satisfaction through a structured reward program. Additionally, the system simplifies stock management and customer interactions.

Keywords: Information System, Customer Relationship Management, Customer Management, Sales, PHP, MySQL, Waterfall

ABSTRAK

Judul Skripsi	**:**	**RANCANG BANGUN SISTEM INFORMASI BERBASIS WEB UNTUK MANAJEMEN PELANGGAN DAN PENJUALAN DENGAN IMPLEMENTASI CUSTOMER RELATIONSHIP MANAGEMENT CRM MENGGUNAKAN PHP DAN MYSQL DI TOKO KATAHATI MOTOR**
Nama	**:**	**Muhammad Zaki**
NOBP	**:**	**21101152610482**
Program Studi	**:**	**Sistem Informasi**
Jenjang Pendidikan	**:**	**Strata 1 (S1)**
Pembimbing	**:**	**1. Dr. Mardison, S.Kom, M.Kom**
		2. Deval Gusrion, S.Kom,M.Kom

Toko Katahati Motor merupakan usaha yang bergerak di bidang penjualan suku cadang dan jasa servis mobil yang berlokasi di Jalan Jhoni Anwar No. 154, Padang, Sumatera Barat. Proses operasional yang masih manual menyebabkan beberapa permasalahan, seperti keterlambatan pencatatan transaksi, risiko kesalahan input data, serta kesulitan dalam pengelolaan reward pelanggan setia. Hal ini berdampak pada efisiensi operasional dan loyalitas pelanggan. Penelitian ini bertujuan untuk merancang dan mengimplementasikan sistem informasi berbasis web dengan penerapan Customer Relationship Management (CRM) guna meningkatkan pengelolaan pelanggan dan penjualan. Pengembangan sistem menggunakan metode waterfall, meliputi analisis, desain, implementasi, pengujian, dan pemeliharaan. Data diperoleh melalui wawancara, observasi, serta studi pustaka untuk memperkuat landasan teori. Sistem dibangun menggunakan PHP dan MySQL untuk memastikan keakuratan pengelolaan data. Hasil penelitian menunjukkan bahwa sistem ini meningkatkan efisiensi pencatatan transaksi, mempercepat pengambilan keputusan dengan laporan penjualan yang mencakup informasi rinci sesuai kebutuhan pemilik Toko Katahati Motor, serta meningkatkan kepuasan pelanggan melalui program reward yang terstruktur. Sistem juga mempermudah pengelolaan stok dan interaksi pelanggan.

Kata kunci: Sistem Informasi, Customer Relationship Management, Manajemen Pelanggan, Penjualan, PHP, MySQL, Waterfall