

ABSTRACT

TITLE : “Design and Build Customer Relationship Management (CRM) Transportation Services on Web Based CV. Vadia Trans (Travel and Expedition)”

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FACULTY : COMPUTER SCIENCE

FIELD OF STUDY : INFORMATION SYSTEM

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In this modern era, the development of technology and communication is becoming increasingly rapid, thus making business people have to think more creatively and innovatively in the face of competition. Companies must have a special strategy in retaining customers, increasing customer loyalty to the company. This strategy is known as customer relationship management (CRM). CV. Vadia Trans (Travel & Expedition) is a company engaged in transportation services. This study describes the design of a transportation service information system using the PHP programming language and MySQL database. From the research that has been done on CV. Vadia Trans can be concluded that the system used is still less effective due to the low utilization of technology. After collecting data by interview methods and other methods, then an analysis is carried out on the data that has been collected using system design tools. Then designed the input design, output, file design and report ordering tickets and shipping goods. In connection with the existing problems, the implementation of Customer Realization Management (CRM) is needed in order to increase and retain customers along with the development of technology.

Keywords : *Customer Relationship Management (CRM), ticket booking, delivery of goods, website.*

ABSTRAK

JUDUL : “Rancang Bangun *Customer Relationship Management* (CRM) Layanan Transportasi pada CV. Vadia Trans (Travel & Ekspedisi) Berbasis Web”

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Di era modern seperti saat ini perkembangan teknologi dan komunikasi menjadi semakin pesat, sehingga membuat pelaku bisnis harus lebih berpikir kreatif serta inovatif dalam menghadapi persaingan. Perusahaan harus mempunyai strategi khusus dalam mempertahankan pelanggan, meningkatkan loyalitas pelanggan terhadap perusahaan. Strategi tersebut dikenal dengan *customer relationship management* (CRM). CV. Vadia Trans (Travel & Ekspedisi) merupakan perusahaan yang bergerak dalam jasa transportasi. Penelitian ini memaparkan tentang perancangan sistem informasi layanan transportasi dengan menggunakan bahasa pemrograman PHP dan database MySQL. Dari penelitian yang sudah dilakukan pada CV. Vadia Trans dapat disimpulkan bahwa sistem yang digunakan masih kurang efektif disebabkan oleh rendahnya pemanfaatan teknologi. Setelah melakukan pengumpulan data dengan metode wawancara dan metode lainnya, selanjutnya dilakukan analisa terhadap data yang telah dikumpulkan dengan alat bantu perancangan sistem. Kemudian dirancang desain input, output, desain file dan laporan pemesanan tiket dan pengiriman barang. Sehubungan dengan permasalahan yang ada implementasi Customer Relationship Management (CRM) sangat dibutuhkan guna untuk meningkatkan dan mempertahankan pelanggan seiring dengan berkembangnya teknologi.

Kata Kunci : *Customer Relationship Management (CRM), Pemesanan Tiket, Pengiriman Barang, Website.*