

## ABSTRACT

**Title** : **The Implementation Expeditions Information System For Export and Import Of Goods With E-CRM (Electronic Customer Relationship Management) At PT. Putra Utama Lautan Padang**

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**Study Program** : **Information System**

**Education Level** : **Bachelor**

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PT. Putra Utama Lautan is a company engaged in the export and import of goods delivery services. At this time the process of processing expedition data and information on the status of delivery of goods to customers is still going on manually so it takes a long time. This study aims to assist customers in an effort to check the status of delivery of goods and to maximize data processing and customer service at the company. In this research, a web-based expedition information system is designed using the PHP programming language and MySQL database using the E-CRM (Electronic Customer Relationship Management) method as a method that can be used to improvise and serve customers so that customers get satisfaction in administrative services. and information accurately. The results of this system will make it easier for companies to produce expedition data reports and for customers to know the status of delivery of goods such as delivery destination, port, arrival time and delivery time of goods. This research can help companies and customers to get information quickly and accurately by processing expedition data and computerized services.

**Keyword** : **Information System, Export Import Expeditions, E-CRM, Web**

## ABSTRAK

**Judul Skripsi** : **Penerapan Sistem Informasi Ekspedisi Ekspor dan Impor Barang Dengan Metode E-CRM (*Electronic Customer Relationship Management*) Pada PT. Putra Utama Lautan Padang**

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**Jenjang Pendidikan** : **Strata 1 (S1)**

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PT. Putra Utama Lautan merupakan sebuah perusahaan yang bergerak di bidang jasa pengiriman ekspedisi ekspor dan impor barang. Pada saat ini proses pengolahan data ekspedisi dan informasi mengenai status pengiriman barang kepada pelanggan masih berlangsung secara manual sehingga membutuhkan waktu yang lama. Penelitian ini bertujuan untuk membantu pelanggan dalam upaya melakukan pengecekan status pengiriman barang serta untuk memaksimalkan pengolahan data dan pelayanan pelanggan pada perusahaan. Dalam penelitian ini di dirancang sebuah sistem informasi ekspedisi berbasis web menggunakan bahasa pemrograman PHP dan database MySQL menggunakan metode E-CRM (*Electronic Customer Relationship Management*) sebagai salah satu metode yang dapat digunakan untuk melakukan improvisasi dan pelayanan kepada pelanggan agar