

INTISARI

PENERAPAN OTOMATISASI PADA SISTEM LAYANAN ENDPOINT UNTUK EFISIENSI OPERASIONAL IT DI BANK

Asnia Nur Salsabila

22/505783/SV/21929

Perkembangan teknologi informasi mendorong perusahaan perbankan digital untuk meningkatkan efisiensi operasional melalui pengelolaan layanan IT yang lebih cepat dan terstruktur. PT Bank menghadapi tantangan dalam manajemen layanan *endpoint*, di mana proses penanganan *service request* dan *incident management* masih dilakukan secara manual menggunakan sistem Yellow. Kondisi tersebut mengakibatkan inefisiensi operasional, tingginya potensi *human error*, sulitnya pemantauan kepatuhan SLA, serta tidak tersedianya *dashboard* analitik terpusat.

Penelitian ini bertujuan untuk menerapkan dan mengevaluasi sistem otomatisasi pada layanan *endpoint* di Bank melalui migrasi ke Jira Service Management. Penelitian menggunakan pendekatan studi kasus terapan-analitis dengan pengumpulan data melalui observasi sistem berjalan, dokumentasi internal, dan data historis tiket. Implementasi mencakup sepuluh fase konfigurasi meliputi pembuatan *workflow*, *custom fields*, konfigurasi SLA, integrasi notifikasi melalui Gmail dan Slack, serta penerapan *automation rules* yang terdiri dari *auto assignment*, *auto escalation*, *auto notification*, *auto status update*, dan *auto CSAT survey*.

Hasil pengujian melalui *User Acceptance Test (UAT)* menunjukkan seluruh kendala teknis berhasil diselesaikan dan sistem dinyatakan layak beroperasi. Berdasarkan data SLA empat periode pengamatan, performa response time IT Helpdesk meningkat dari 72,7% pada Juni 2025 menjadi 100% secara konsisten mulai September setelah otomatisasi dilakukan. Performa *resolution time* Level 2 meningkat bertahap dari 84,1% pada Juni menjadi 100% pada September 2025, tepat setelah otomatisasi diterapkan penuh. Hasil ini membuktikan bahwa penerapan otomatisasi berpengaruh signifikan terhadap efisiensi operasional IT di Bank.

Implementasi otomatisasi berbasis Jira Service Management terbukti menjadi solusi strategis dalam mempercepat penyelesaian *service request* dan insiden, mengurangi intervensi manual, meningkatkan kepatuhan SLA, serta mendukung transformasi digital perbankan.

Kata kunci: *Otomatisasi, Endpoint, IT Service Management, Jira Service Management, Efisiensi Operasional, SLA*

ABSTRACT

Implementation of Endpoint Service Automation to Enhance IT Operational Efficiency at Bank

Asnia Nur Salsabila

22/505783/SV/21929

The rapid development of information technology encourages digital banking companies to improve operational efficiency through faster and more structured IT service management. PT Bank faced challenges in endpoint service management, where service request and incident management processes were still carried out manually using the Yellow system, resulting in operational inefficiency, high human error potential, and difficulty monitoring SLA compliance.

This study aims to implement and evaluate an automation system for endpoint services at Bank through migration to Jira Service Management. The research employed an applied case study approach with data collection through system observation, internal documentation, and historical ticket data. Implementation covered ten configuration phases including workflow creation, custom fields, SLA configuration, notification integration via Gmail and Slack, and automation rules consisting of auto assignment, auto escalation, auto notification, auto status update, and auto CSAT survey.

UAT results showed all technical issues were resolved and the system was declared operational. Based on SLA data across four observation periods, IT Helpdesk response time improved from 72.7% in June 2025 to a consistent 100% from August through September 2025. Level 2 resolution time improved gradually from 84.1% in June to 100% in September 2025, immediately after full automation implementation. These results confirm that automation significantly impacts IT operational efficiency at Bank.

The implementation of Jira Service Management-based automation proves strategic in accelerating service request and incident resolution, reducing manual intervention, improving SLA compliance, and supporting digital transformation in banking.

Keywords: *Automation, Endpoint, IT Service Management, Jira Service Management, Operational Efficiency, SLA*