

Intisari

Departemen Procurement and Asset Control merupakan departemen yang memiliki fungsi dalam mengurus pembelian *non trading* PT XYZ. Dalam perkembangannya, Departemen Procurement and Asset Control berkonsistensi untuk mengevaluasi *customer feedback* dengan cara melakukan penilaian terhadap jasa yang telah diberikan menggunakan metode *customer satisfaction survey*. Namun pelaksanaan *customer satisfaction survey* tersebut masih memiliki kekurangan karena bersifat konvensional, seperti masih menggunakan kertas, metode pengumpulan data yang kurang efektif, perekapan dan pengolahan data yang masih manual, serta proses analisis dan penyajian data membutuhkan waktu yang lama. Oleh karena itu dibutuhkan sistem yang dapat melakukan pembuatan dan pengumpulan jawaban survei, serta menyajikan hasil survei ke dalam bentuk yang lebih ringkas dan mudah dipahami guna membantu proses *business intelligence*.

Dalam penelitian ini dikembangkan sebuah aplikasi *web* untuk pelaksanaan *customer satisfaction survey*. Terdapat empat tahap dalam melakukan pengembangan sistem ini, yaitu analisis dan definisi kebutuhan dengan melakukan observasi ke pihak terkait; perancangan sistem berupa pembuatan UML, perancangan basis data, dan perancangan antarmuka; implementasi sistem dengan bantuan *framework* CodeIgniter; dan pengujian sistem menggunakan *acceptance testing*.

Secara garis besar, sistem yang dikembangkan dapat melakukan proses pembuatan dan pengumpulan jawaban survei, serta penyajian data hasil survei dalam bentuk *dashboard*. Berdasarkan dari hasil pengembangan tersebut, dapat disimpulkan bahwa sistem telah sesuai dengan kebutuhan pengguna; telah berjalan dengan baik berdasarkan hasil pengujian dengan nilai rata-rata 82,21%; serta dapat memudahkan pihak Departemen Procurement and Asset Control dalam mengambil suatu keputusan.

Kata kunci : Aplikasi Berbasis *Web*, *Customer Satisfaction Survey*, *Business Intelligence*, *Dashboard*

Abstract

Department Procurement and Asset Control is a department that has a function in charge of the purchase of non-trading in XYZ incorporated company. In its development, the Department of Procurement and Asset Control is consistent to evaluate customer feedback by conducting an assessment of the services that have been given by using customer satisfaction surveys. However, the implementation of the customer satisfaction survey at the Department of Procurement and Asset Control still has weaknesses because they are conventional such as, still using paper, the methods of data collection are less effective, recapitulating and data processing still manually proceeded, also analyzing process and data presentation takes a long time. Therefore, it needs a system that perform the making and collecting survey responses, as well as presenting the survey results into a briefer and understandable form to assist the process of business intelligence.

In this research, a web application for the implementation of customer satisfaction surveys has been developed. There are four stages in the development of this system, that is analyze and define the needs by observation to related parties; designing the system by creating UML, designing the database and interface; implement the system with the help of CodeIgniter framework; and testing system by using acceptance testing.

In outline, the developed system can make the process of creating and collecting survey responses, also presenting survey data in dashboard. According to the result of the development, it can be concluded that the system had been in accordance with user requirements; also the system had been running well based on the test result with the average value 82,21%; also the system can facilitate the Department of Procurement and Asset Control in taking decision.

Keywords : *Web-Based Application, Customer Satisfaction Survey, Business Intelligence, Dashboard*