

IMPLEMENTASI VISITOR SATISFACTION REPORT BERBASIS WEBSITE UNTUK MONITORING KUALITAS PELAYANAN PADA PPKGBK

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ABSTRAK

Evaluasi kualitas pelayanan di Pusat Pengelolaan Komplek Gelora Bung Karno (PPKGBK) masih menghadapi kendala dalam pengelolaan data hasil survei kepuasan pengunjung yang belum terintegrasi secara optimal. Kondisi tersebut menyebabkan proses penyusunan laporan, monitoring, dan evaluasi kualitas pelayanan menjadi kurang efektif. Penelitian ini bertujuan mengimplementasikan *Visitor Satisfaction Report* berbasis *website* untuk mendukung monitoring kualitas pelayanan di PPKGBK. Pengembangan sistem menggunakan metode *Rapid Application Development* (RAD) yang meliputi tahapan *Requirements Planning*, *User Design*, *Construction*, dan *Cutover*. Analisis kebutuhan sistem dilakukan menggunakan *PIECES Framework*, sedangkan tingkat kepuasan pengunjung diukur menggunakan metode *Customer Satisfaction Index* (CSI). Sistem dikembangkan menggunakan framework Laravel, bahasa pemrograman PHP, basis data PostgreSQL, serta didukung oleh HTML, CSS, Bootstrap, dan JavaScript. Hasil penelitian menunjukkan bahwa sistem mampu mengelola data survei, menghitung nilai *Customer Satisfaction Index* (CSI), serta menyajikan laporan kepuasan pengunjung melalui dashboard yang dilengkapi visualisasi data, statistik responden, *heatmap* lokasi, serta fasilitas ekspor laporan dalam format PDF dan Excel. Hasil pengujian menggunakan Black Box Testing dan *User Acceptance Testing* (UAT) menunjukkan bahwa seluruh fungsi sistem berjalan sesuai kebutuhan fungsional dan dapat diterima dengan baik oleh pengguna. Implementasi sistem ini diharapkan dapat meningkatkan efektivitas monitoring dan evaluasi kualitas pelayanan di lingkungan PPKGBK.

Kata kunci : Customer Satisfaction Index, *Rapid Application Development*, Monitoring Kualitas Pelayanan, *Visitor Satisfaction Report*, *Website*.

IMPLEMENTATION OF A WEBSITE-BASED VISITOR SATISFACTION REPORT FOR MONITORING SERVICE QUALITY AT THE PPKGBK

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ABSTRACT

Service quality evaluation at the Gelora Bung Karno Complex Management Center (PPKGBK) still faces challenges due to the lack of an integrated visitor satisfaction survey data management process. This condition results in longer report preparation times and reduces the effectiveness of service quality monitoring and evaluation. This study aims to implement a website-based Visitor Satisfaction Report system to support service quality monitoring at PPKGBK. The system was developed using the Rapid Application Development (RAD) method, which consists of the *Requirements Planning*, *User Design*, *Construction*, and *Cutover* phases. System requirements were analyzed using the PIECES Framework, while visitor satisfaction was measured using the Customer Satisfaction Index (CSI) method. The system was developed using the Laravel framework, PHP programming language, PostgreSQL database, and supported by HTML, CSS, Bootstrap, and JavaScript. The results show that the system is capable of managing survey data, calculating Customer Satisfaction Index (CSI) scores, and presenting visitor satisfaction reports through a dashboard equipped with data visualizations, respondent statistics, location heatmaps, and report export features in PDF and Excel formats. System testing using Black Box Testing and User Acceptance Testing (UAT) indicates that all functional requirements have been successfully implemented and that the system is well accepted by users. The implementation of this system is expected to improve the effectiveness of service quality monitoring and evaluation at PPKGBK.

Keywords: *Customer Satisfaction Index, Rapid Application Development, Service Quality Monitoring, Visitor Satisfaction Report, Website.*