

PERANCANGAN SISTEM INFORMASI CUSTOMER RELATIONSHIP MANAGEMENT (CRM) BERBASIS WEB UNTUK PENINGKATAN LAYANAN OMAH KOPI 78

ABSTRAK

Omah Kopi 78 merupakan kafe dengan konsep tempat yang nyaman dan ramah keluarga. Layanan pemesanan dan pengelolaan pelanggan di Omah Kopi 78 belum berjalan optimal karena proses pemesanan, pembayaran, pengelolaan data pelanggan, riwayat transaksi, promo, dan ulasan pelanggan masih terpisah serta belum terintegrasi dalam satu sistem berbasis web. Penelitian ini bertujuan untuk membuat sistem informasi berbasis web untuk *Customer Relationship Management (CRM)* yang mengintegrasikan seluruh proses pelayanan pelanggan secara terstruktur dan efisien. Metode pengembangan sistem yang digunakan adalah *Waterfall*, meliputi analisis kebutuhan, perancangan sistem, implementasi, pengujian, dan pemeliharaan. Pengumpulan data dilakukan melalui observasi, wawancara, dan studi literatur, sedangkan analisis masalah menggunakan metode *PIECES*. Perancangan sistem digambarkan menggunakan UML, meliputi *use case diagram*, *Activity diagram*, *sequence diagram*, dan *class diagram*. Hasil penelitian berupa sistem informasi CRM berbasis web dengan fitur pemesanan menu, keranjang, *checkout*, pembayaran, promo, riwayat pesanan dan ulasan pelanggan. Sistem ini dapat meningkatkan kinerja pada Omah Kopi 78.

Kata Kunci: *Customer Relationship Management (CRM)*, Metode *Waterfall*, Pelayanan pelanggan, Sistem Berbasis Web

DESIGN OF A WEB-BASED CUSTOMER RELATIONSHIP MANAGEMENT (CRM) INFORMATION SYSTEM TO IMPROVE SERVICES AT OMAH KOPI 78

ABSTRACT

Omah Kopi 78 is a café that offers a comfortable and family-friendly atmosphere. However, the ordering and customer management services at Omah Kopi 78 have not been operating optimally because the processes of ordering, payment, customer data management, transaction history, promotions, and customer reviews are still separated and have not been integrated into a web-based system. This study aims to design and develop a web-based Customer Relationship Management (CRM) information system that integrates all customer service processes in a structured and efficient manner. The system development method used is the *Waterfall* model, which consists of requirements analysis, system design, implementation, testing, and maintenance. Data collection is conducted through observation, interviews, and literature studies, while problem analysis is carried out using the *PIECES* method. The system design is modeled using Unified Modeling Language (UML), including use case diagrams, Activity diagrams, sequence diagrams, and class diagrams. The result of this study is a web-based CRM information system equipped with features such as menu ordering, shopping cart, checkout, payment processing, promotions, order history, and customer reviews. This system improves the performance of service management at Omah Kopi 78.

Keywords: *Customer Relationship Management (CRM)*, Customer Service, Waterfall Method, Web-Based System.