

**PERANCANGAN *DASHBOARD MONITORING*
OPERASIONAL DENGAN PENDEKATAN *ANALYSIS, DESIGN, DEVELOPMENT, IMPLEMENTATION, DAN EVALUATION* PADA DEPARTEMEN MULTIMODA DI PT
MKT**

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ABSTRAK

PT MKT merupakan perusahaan logistik multimoda yang masih melakukan *monitoring* operasional menggunakan Google Spreadsheet. Penyajian data dalam bentuk tabel menyebabkan proses pencarian informasi, pemantauan status pengiriman, dan dokumen *Proof of Delivery* menjadi kurang efisien sehingga menghambat pengambilan keputusan. Penelitian ini bertujuan merancang *dashboard monitoring* operasional multimoda, mengetahui tingkat *usability* dan kepuasan pengguna, serta mengukur efisiensi waktu setelah implementasi *dashboard*. Penelitian menggunakan metode *Analysis, Design, Development, Implementation, and Evaluation*. *Dashboard* dikembangkan menggunakan Google Looker Studio dengan sumber data dari *Google Spreadsheet* dan terdiri atas tiga halaman, yaitu *Operational Shipment, Proof of Delivery, dan On Time Delivery*. Evaluasi dilakukan menggunakan *System Usability Scale*, *Questionnaire for User Interaction Satisfaction*, serta pengukuran waktu berdasarkan 10 *user task*. Hasil penelitian menunjukkan nilai rata-rata SUS meningkat dari 40,75 menjadi 83,50 (kategori *Acceptable*), sedangkan nilai rata-rata QUIS meningkat dari 4,6 menjadi 7,8 (kategori Sangat Baik). Selain itu, rata-rata waktu pencarian informasi berkurang dari 99,64 detik menjadi 24,88 detik dengan efisiensi sebesar 75,03%. Hasil tersebut menunjukkan bahwa *dashboard* yang dikembangkan mampu meningkatkan *usability*, kepuasan pengguna, dan efisiensi *monitoring* operasional pada Departemen *Multimode & Contract Logistics Operations* di PT MKT.

Kata kunci: *Dashboard Operasional Multimoda, ADDIE, Looker Studio, System Usability Scale, Questionnaire for User Interface Satisfaction*

***DESIGN OF AN OPERATIONAL MONITORING DASHBOARD
USING THE ANALYSIS, DESIGN, DEVELOPMENT,
IMPLEMENTATION, AND EVALUATION APPROACH IN THE
MULTIMODAL DEPARTMENT AT PT MKT***

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ABSTRACT

PT MKT is a multimodal logistics company that still relies on Google Sheets for operational monitoring. Presenting operational data in tabular form makes information retrieval, shipment status monitoring, and Proof of Delivery tracking less efficient, hindering decision-making. This study aims to design a multimodal operational monitoring dashboard, evaluate its usability and user satisfaction, and measure time efficiency after implementation. The research employed the Analysis, Design, Development, Implementation, and Evaluation approach. The dashboard was developed using Google Looker Studio with Google Sheets as the data source and consists of three main pages: Operational Shipment, Proof of Delivery, and On-Time Delivery. Evaluation was conducted using the System Usability Scale, the Questionnaire for User Interaction Satisfaction, and time measurements based on ten user tasks. The average SUS score increased from 40.75 to 83.50 (Acceptable category), while the average QUIS score improved from 4.6 to 7.8 (Very Good category). The average time required to retrieve operational information decreased from 99.64 to 24.88 seconds, resulting in a 75.03% improvement in time efficiency. These findings indicate that the dashboard improves usability, user satisfaction, and operational monitoring efficiency in the Multimode & Contract Logistics Operations Department at PT MKT.

Keywords: *Multimodal Operational Dashboard, ADDIE, Looker Studio, System Usability Scale, Questionnaire for User Interaction Satisfaction*