

PERANCANGAN DAN EVALUASI *DASHBOARD* PENJUALAN MENGUNAKAN *ACTION DESIGN RESEARCH* (ADR) PADA PT ISMALAB PASUTRI MANDIRI

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ABSTRAK

PT Ismalab Pasutri Mandiri adalah perusahaan jasa pemeriksaan kesehatan yang masih terkendala dalam memantau dan menganalisis data penjualan akibat penyimpanan data yang terpecah, sehingga informasi tidak dapat diakses secara cepat dan menyeluruh. Penelitian ini dilakukan untuk memaksimalkan kegiatan pemantauan dan analisis data penjualan jasa pemeriksaan kesehatan melalui pembuatan *dashboard* penjualan yang selaras dengan kebutuhan operasional perusahaan. Pendekatan yang digunakan adalah *Action Design Research* (ADR) yang dilakukan kolaboratif dengan divisi Laboratorium. Akar persoalan ditelusuri melalui *Why-Why Analysis*, kemudian *dashboard* dirancang dan diimplementasi menggunakan *Data Studio* sesuai kebutuhan pengguna. Dashboard yang dihasilkan menyatukan data penjualan yang sebelumnya tersebar ke dalam satu tampilan visual yang menyajikan informasi total pendapatan, jumlah tes, tren penjualan per periode, komposisi kategori pemeriksaan, serta rincian transaksi lebih informatif dan mudah dipahami. Penerimaan dashboard diuji menggunakan *Technology Acceptance Model* (TAM). Hasil evaluasi TAM menunjukkan skor *Perceived Usefulness* sebesar 83,0%, *Perceived Ease of Use* sebesar 80,0%, *Attitude Toward Use* sebesar 84,0%, *Behavioral Intention* sebesar 78,7%, dan *Actual Use* sebesar 80,0%, dengan rata-rata tingkat penerimaan pengguna sebesar 81,1% yang termasuk dalam kategori sangat baik. Hasil TAM menunjukkan bahwa dashboard berbasis *Data Studio* meningkatkan visibilitas data, mempermudah pemantauan penjualan, dan mendukung pengambilan keputusan manajemen melalui operasional yang lebih efisien.

Kata Kunci : Dashboard Penjualan, *Action Design Research*, *Technology Acceptance Model* (TAM)

***DESIGN AND EVALUATION OF A SALES DASHBOARD USING
ACTION DESIGN RESEARCH (ADR) AT PT ISMALAB
PASUTRI MANDIRI***

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ABSTRACT

PT Ismalab Pasutri Mandiri is a health screening service company that continues to face challenges in monitoring and analyzing sales data due to fragmented data storage, making it difficult to access information quickly and comprehensively. This study was conducted to optimize the monitoring and analysis of health screening service sales data by creating a sales dashboard aligned with the company's operational needs. The approach used was Action Design Research (ADR), conducted collaboratively with the Laboratory division. The root cause of the problem was identified through a Why-Why Analysis, after which the dashboard was designed and implemented using Data Studio to meet user needs. The resulting dashboard consolidates previously scattered sales data into a single visual display that presents information on total revenue, the number of tests, sales trends by period, the composition of examination categories, and transaction details in a more informative and easy-to-understand manner. Acceptance of the dashboard was tested using the Technology Acceptance Model (TAM). The TAM evaluation results showed a Perceived Usefulness score of 83.0%, Perceived Ease of Use of 80.0%, Attitude Toward Use of 84.0%, Behavioral Intention of 78.7%, and Actual Use of 80.0%, with an average user acceptance rate of 81.1%, which falls into the "very good" category. The TAM results indicate that the Data Studio-based dashboard successfully maximizes data visibility, simplifies sales performance monitoring, and supports the company's operational activities more efficiently as a basis for management decision-making.

Keywords: Sales Dashboard, Action Design Research, Technology Acceptance Model (TAM)