

# PENGUKURAN TINGKAT KEMATANGAN SISTEM INFORMASI PENJUALAN PADA PT TRAKINDO UTAMA CABANG PEKANBARU DENGAN MENGGUNAKAN *FRAMEWORK* COBIT 4.1

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## Abstrak

PT Trakindo Utama adalah salah satu anak perusahaan PT Tiara Marga Trakindo (TMT) yang memiliki 65 cabang dan tersebar di seluruh Indonesia, salah satu cabangnya berada di Pekanbaru, Riau. Sistem informasi penjualan alat berat pada PT Trakindo Utama cabang Pekanbaru menggunakan *System Application and Product Customer Relationship (SAP CRM)*. SAP CRM perlu dipelihara dan diawasi dengan baik, sehingga dapat dipastikan sistem informasi dapat selaras dengan tujuan perusahaan. Penelitian ini bertujuan untuk mengukur tingkat kematangan (*Maturity level*) sistem informasi penjualan alat berat pada PT Trakindo Utama cabang Pekanbaru dengan menggunakan *framework* COBIT 4.1 lingkup domain *deliver and support* dan domain *monitor and evaluate*. Pengukuran tingkat kematangan ini dilakukan dengan mengisi kuesioner sesuai dengan kaidah yang ada pada *framework* COBIT 4.1 dan wawancara kepada *team sales* PT Trakindo Utama cabang Pekanbaru. Berdasarkan hasil perhitungan yang telah dilakukan rata-rata *maturity level* dari SAP CRM berada di *level 4*.

Kata Kunci: *Maturity level*, COBIT 4.1, *System Application and Product Customer Relationship Management (SAP CRM)*.

***MATURITY LEVEL MEASUREMENT OF HEAVY EQUIPMENT  
SALES INFORMATION SYSTEM AT PT. TRAKINDO UTAMA  
PEKANBARU BRANCH USING COBIT FRAMEWORK 4.1.***

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*Abstract*

*PT Trakindo Utama is one of the subsidiaries of PT Tiara Marga Trakindo (TMT) which has 65 branches and is spread throughout Indonesia, one of its branches located in Pekanbaru, Riau. Information system on heavy equipment sales at PT Trakindo Utama Pekanbaru branch uses System Application and Product Customer Relationship (SAP CRM). SAP CRM needs to be maintained and monitored properly, so that information systems can be sure to be aligned with the company's goals. This study aims to measure the level of maturity (Maturity level) information system sales of heavy equipment at PT Trakindo Utama Pekanbaru branch by using the COBIT framework 4.1 scope of the deliver and support domain and monitor domain and evaluate. Measuring the level of maturity is done by filling out the questionnaire in accordance with the existing rules in the COBIT 4.1 framework and interviewing the PT Trakindo Utama Pekanbaru sales team. Based on the results of calculations that have been done, the average maturity level of SAP CRM is at level 4.*

*Keyword : Maturity level, COBIT 4.1, System Application and Product Customer Relationship Management (SAP CRM).*