

**PENGEMBANGAN SISTEM INFORMASI PENGELOLAAN DATA
CUSTOMER MENGGUNAKAN *USER CENTERED DESIGN* (UCD)
BERBASIS *WEB* STUDI KASUS PT HEROINTI NUSA**

Oleh

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ABSTRAK

Perkembangan teknologi informasi meningkatkan efisiensi bisnis, termasuk di PT Herointi Nusa, dealer motor Honda di Bali. Namun, sistem *offline* dan pencatatan data manual menghambat evaluasi kinerja dan pelayanan pelanggan. Pengembangan sistem informasi terintegrasi dengan pendekatan *User Centered Design* (UCD) diperlukan untuk meningkatkan pengelolaan data, memudahkan staf, dan meningkatkan layanan pelanggan. Penelitian ini mengadopsi pendekatan pengembangan sistem menggunakan metode *Software Development Life Cycle* (SDLC) dengan model *Rapid Application Development* (RAD). Hasil yang didapatkan, (1) Sistem informasi pengelolaan data *customer* menggunakan *User Centered Design* (UCD) menunjukkan hasil sangat baik dengan nilai pengujian blackbox dan whitebox 100%. (2) Pengujian *usability* menunjukkan efektivitas dengan *completion rate* 100% dan efisiensi antarmuka sistem untuk admin, CRM, dan staf juga 100%. Secara keseluruhan, pengembangan sistem informasi pengolahan data *customer* menggunakan *User Centered Design* (UCD) pada PT Herointi Nusa mendapat respon sangat baik.

Kata Kunci: PT. Herointi Nusa, Sistem Informasi, *User Centered Design*.

**DEVELOPMENT OF A CUSTOMER DATA MANAGEMENT
INFORMATION SYSTEM USING WEB-BASED USER CENTERED
DESIGN (UCD) CASE STUDY PT HEROINTI NUSA**

By

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ABSTRACT

The development of information technology increases business efficiency, including at PT Herointi Nusa, a Honda motorbike dealer in Bali. However, offline systems and manual data recording hinder performance evaluation and customer service. Development of an integrated information system with a User Centered Design (UCD) approach is needed to improve data management, make things easier for staff, and improve customer service. This research adopts a system development approach using the Software Development Life Cycle (SDLC) method with the Rapid Application Development (RAD) model. The results obtained, (1) The customer data management information system using User Centered Design (UCD) shows very good results with black box and white box test values of 100%. (2) Usability testing shows effectiveness with a completion rate of 100% and system interface efficiency for admin, CRM and staff is also 100%. Overall, the development of a customer data processing information system using User Centered Design (UCD) at PT Herointi Nusa received a very good response.

Keywords: *PT. Herointi Nusa, Information Systems, User Centered Design.*