

INTISARI

PT. Nusa Surya Ciptadana (NSC) Finance merupakan perusahaan yang memberikan fasilitas pembiayaan seperti pembiayaan kepemilikan kendaraan bermotor, multiguna motor dan mobil. Saat ini proses bisnis yang berjalan dalam pelaksanaan pendaftaran dan simulasi kredit di PT. NSC Finance masih dilakukan secara konvensional dimana calon nasabah harus datang langsung ke kantor pada jam kerja. Cara tersebut mengharuskan calon nasabah ataupun nasabah lama meluangkan waktu lebih dan biaya. Permasalahan lain juga terjadi pada bagian *surveyor* dalam proses *servey* data nasabah dan barang jaminan dilapangan, dimana proses pengecekan data nasabah tidak bisa dilakukan pada saat itu juga, dikarenakan data nasabah hanya dapat dilihat pada komputer admin di kantor.

Penelitian ini bertujuan untuk merancang dan membangun sistem pendaftaran pengajuan pinjaman dana dan simulasi kredit nasabah dengan penerapan CRM (Customer Relationship Management) pada PT. NSC Finance. Metode pengembangan sistem yang digunakan adalah model *Extreme Programming* (XP). Tahapan dalam pengembangan sistem dimulai dari *planning* yaitu menganalisis kebutuhan sistem, kemudian *design* yaitu membuat rancangan sistem menggunakan *UML* (*Unified Modeling Language*) dan membuat desain *interface*, tahap selanjutnya adalah *coding* yaitu membuat kode program sesuai dengan desain *interface*. Bahasa pemrograman menggunakan PHP dan *MySQL* sebagai *database*. Tahap terakhir yaitu melakukan pengujian sistem yang telah dikembangkan menggunakan ISO 25010 dengan enam karakteristik utamanya yaitu antara lain *functional suitability*, *reliability*, *performance efficiency*, *usability*, *maintainability*, dan *portability*.

Hasil dari penelitian ini adalah sistem yang di rancang dan di bangun telah dapat digunakan nasabah untuk melakukan pendaftaran pengajuan pinjaman dana dan mengetahui simulasi kredit tanpa harus datang langsung ke kantor PT. NSC Finance. *Surveyor* juga telah dapat melakukan pengecekan data nasabah secara mandiri. Adanya sistem ini memudahkan dalam proses pendaftaran dan simulasi kredit serta pengecekan data nasabah. Hasil pengujian *ISO 25010* berdasarkan pada enam variabel *ISO 25010*, yaitu *Functional Suitability*, *Reliability*, *Performance Efficiency*, *Usability*, *Maintainability* dan *Portability* menggunakan perhitungan Skala *Likert*, memperoleh hasil 88%.

Kata Kunci : CRM, Extreme Programming, ISO 25010, Pinjaman Dana, Simulasi Kredit.

ABSTRACT

PT. Nusa Surya Ciptadana (NSC) Finance is a company that provides financing facilities such as financing for motor vehicle ownership, multi-purpose motorbikes and cars. Currently the business processes running in the implementation of registration and credit simulation at PT. NSC Finance is still carried out conventionally where prospective customers must come directly to the office during working hours. This method requires prospective or existing customers to spend more time and money. Another problem also occurs on the surveyor's part in the process of serving customer data and collateral in the field, where the process of checking customer data cannot be done at that time, because customer data can only be seen on admin computer in the office.

This research aims to design and build a loan application registration system and customer credit simulation by implementing CRM (Customer Relationship Management) at PT. NSC Finance. The system development method used is the Extreme Programming (XP) model. The stages in system development start from planning, namely analyzing system requirements, then design, namely creating a system design using UML (Unified Modeling Language) and creating an interface design, the next stage is coding, namely creating program code according to the interface design. The programming language uses PHP and MySQL as databases. The final stage is testing the system that has been developed using ISO 25010 with six main characteristics, namely functional suitability, reliability, performance efficiency, usability, maintainability and portability.

The results of this research are that the system designed and built can be used by customers to register loan applications and find out credit simulations without having to come directly to the PT office. NSC Finance. Surveyors can also check customer data independently. The existence of this system makes it easier to register and simulate credit as well as checking customer data. The ISO 25010 test results are based on six ISO 25010 variables, namely Functional Suitability, Reliability, Performance Efficiency, Usability, Maintainability and Portability using Likert Scale calculations, obtaining a result of 88%.

Keywords: CRM, Extreme Programming, ISO 25010, Loan Funds, Credit Simulation.