PROTOTYPE E-CUSTOMER ORDER FOR INTEGRATION WITH SAP R/3 ERP SYSTEM USING CUSTOMER RELATIONSHIP MANAGEMENT (CRM) APPROACH: CASE STUDY ON PT. MULIA KERAMIK INDAH RAYA

Wiyanto
Information Technology Technique High School Technology Pelita Bangsa
wiyanto@pelitabangsa.ac.id

ABSTRACT

E-Customer Order (ECO) is an information system that is designed to be used directly by the customer or the customer in order to make use of the Internet network facilities. PT. Mulia keramik Indahraya company is engaged in ceramic manufacturing in Indonesia and Southeast Asia. PT. Muliakeramik Indahraya now have the ERP system SAP R/3 is used to process a variety of transactions, including sales order process through to delivery order-to-order products by the customer, but the process is still manually inputted into the system. So it takes an online application for the manufacturing facility by the customer orders that can be integrated directly into the ERP system SAP R/3 that already exists. This study is an Applied Research (Applied Research). Methods Data were collected by direct observation, library research and the interview. Development of the e-system model customer this order is to use the approach of Customer Relationship Management (CRM). Modeling is used to analyze and design information systems is the modeling of Object-Oriented Analysis and Design (OOAD) using the Unified Modeling Language (UML). Validation testing using the Focus Group Discussion (FGD). The quality of the resulting software is tested based on four characteristics of software quality model of ISO 9126, namely: functionality, reliability, usability, and efficiency using the questionnaire method. And techniques of software testing Software Testing with Webserver Stress Tool 7. Expected Prototype E-Customer Order Information System generated able to contribute the company and services to customers, so as to obtain the desired information quickly and accurately and improve customer relationships.

Keywords: E-Customer Order, Information Systems, ERP SAP R/3, Customer Relationship Management (CRM), OOAD, UML, FGD, ISO 9126, Software Testing.