

ABSTRAK

Ravelia Maylinda Saputri. 2026. Implementasi *Inetgrated Service Management* Sistem untuk Optimalisasi Reservasi dan Administrasi pada Rintik Ayu Boutique. Skripsi. Program Studi Teknik Informatika, FT, Universitas PGRI Madiun, Pembimbing (I) Slamet Riyanto, S.T., M.M. (II) Erny Untari, S.Pd., M.Pd.

Rintik Ayu Boutique merupakan usaha yang menyediakan layanan persewaan kebaya, *custom design* kebaya, *Make up Artist* (MUA), studio foto, dan *venue* booking dengan konsep *One Step Service*. Proses reservasi dan administrasi yang masih dilakukan secara manual melalui Whatsapp menyebabkan berbagai permasalahan, seperti bentrok jadwal, kesalahan pencatatan data pelanggan, serta pengelolaan data yang belum terintegrasi. Penelitian ini bertujuan untuk merancang, membangun, dan mengimplementasikan *Smart Integrated Service Management System* berbasis *website* untuk mengoptimalkan proses reservasi dan administrasi pada Rintik Ayu Boutique. Metode pengembangan sistem yang digunakan adalah *Waterfall* yang meliputi tahap analisis kebutuhan, perancangan, implementasi, pengujian, dan pemeliharaan. Pengumpulan data dilakukan melalui observasi, wawancara dan studi pustaka. Sistem dikembangkan menggunakan bahasa pemrograman PHP dengan *framework* Laravel dan basis data MySQL, sedangkan pengujian sistem menggunakan metode *Black Box Testing*. Hasil penelitian menunjukkan bahwa sistem berhasil mengintegrasikan seluruh layanan dalam satu platform sehingga pelanggan dapat melakukan reservasi secara daring, melihat ketersediaan jadwal secara *real-time*, serta memperoleh informasi layanan dengan lebih mudah dan transparan. Bagi admin, sistem mempermudah pengelolaan data pelanggan, layanan, jadwal reservasi, konsultasi, transaksi, dan laporan secara terpusat. Berdasarkan hasil pengujian, seluruh fitur sistem berjalan sesuai dengan kebutuhan fungsional dan dinyatakan valid. Dengan demikian, sistem yang dibangun mampu meningkatkan efisiensi operasional, meminimalkan kesalahan pencatatan, mengurangi risiko bentrok jadwal, serta meningkatkan kualitas pelayanan pada Rintik Ayu Boutique.

Kata Kunci: Sistem Informasi, Reservasi berbasis Website, *Waterfall*, Laravel, *Black Box Testing*.

ABSTRACT

Ravelia Maylinda Saputri. 2026. *Implementation of a Integrated Service Management System for Reservation and Administration Optimization at Rintik Ayu Boutique*. Undergraduate Thesis. Department of Informatics Engineering, Faculty of Engineering, Universitas PGRI Madiun. Advisor (I) Slamet Riyanto, S.T., M.M. Advisor (II) Erny Untari, S.Pd., M.Pd.

Rintik Ayu Boutique is a business that provides kebaya rental, custom kebaya design, Make Up Artist (MUA), photo studio, and venue booking services through a One Step Service concept. However, the reservation and administrative processes are still carried out manually through WhatsApp, resulting in various problems such as scheduling conflicts, customer data recording errors, and unintegrated data management. This study aims to design, develop, and implement a website-based Smart Integrated Service Management System to optimize the reservation and administration processes at Rintik Ayu Boutique. The system was developed using the Waterfall software development method, which consists of the requirements analysis, system design, implementation, testing, and maintenance phases. Data were collected through observation, interviews, and literature review. The system was developed using the PHP programming language with the Laravel framework and MySQL database, while system testing was conducted using the Black Box Testing method. The results indicate that the developed system successfully integrates all services into a single platform, enabling customers to make online reservations, check real-time schedule availability, and obtain service information more easily and transparently. For administrators, the system facilitates centralized management of customer data, services, reservation schedules, consultations, transactions, and reports. Based on the testing results, all system features functioned according to the specified functional requirements and were declared valid. Therefore, the developed system is capable of improving operational efficiency, minimizing data recording errors, reducing the risk of scheduling conflicts, and enhancing the quality of services at Rintik Ayu Boutique.

Keywords: *Information System, Website-Based Reservation, Waterfall, Laravel, Black Box Testing.*