

ABSTRAK

Putri Indah Suryani. 2026. Evaluasi Sistem Informasi Penjualan di PT. Cahaya Sakti Chandra Motor dengan Framework COBIT 2019 untuk Mengukur *Capability Level*. *Skripsi*. Program Studi Sistem Informasi, FT, Universitas PGRI Madiun. Pembimbing (I) Hani Atun Mumtahana, S.Kom., M.Kom. (II) Ridho Pamungkas, S.Kom., M.Kom.

Sistem informasi penjualan pada PT Cahaya Sakti Chandra Motor memiliki peran strategis dalam mendukung efisiensi operasional dan pencapaian tujuan bisnis organisasi. Evaluasi tata kelola teknologi informasi secara berkala diperlukan untuk mengidentifikasi celah operasional serta memastikan kontrol transaksi harian berjalan secara terukur dan memadai. Penelitian ini bertujuan untuk mengevaluasi *Capability Level* (tingkat kemampuan) tata kelola sistem informasi penjualan berbasis *framework* COBIT 2019, menganalisis kesenjangan (*gap analysis*), serta merumuskan rekomendasi perbaikan yang relevan. Penelitian ini menggunakan metode deskriptif kuantitatif dengan fokus pada empat *subdomain* COBIT 2019, yaitu DSS01 (*Managing Operations*), DSS02 (*Managing Service Requests and Incidents*), DSS06 (*Managing Business Process Controls*), dan MEA01 (*Managing Performance and Conformance Monitoring*). Data dikumpulkan melalui observasi, wawancara, kuesioner, dan dokumentasi yang diselaraskan dengan pemetaan matriks RACI (*Responsible, Accountable, Consulted, Informed*). Hasil penelitian menunjukkan bahwa rata-rata *Current Capability Level* sistem informasi penjualan telah berada pada Level 4 (*Quantitatively Managed Process*), dengan rincian indeks ketercapaian DSS01 sebesar 4,56; DSS02 sebesar 4,24; DSS06 sebesar 4,45; dan MEA01 sebesar 4,20. Hasil ini mengindikasikan bahwa seluruh proses yang diukur telah mencapai dan memenuhi *Target Capability Level* yang ditetapkan perusahaan pada Level 4. Meskipun target secara umum telah tercapai, rekomendasi perbaikan tetap disusun untuk mengoptimalkan indikator aktivitas spesifik yang belum maksimal, menjaga konsistensi pencatatan insiden, serta menyempurnakan prosedur operasional secara berkala menuju Level 5 (*Optimizing Process*).

Kata Kunci: *COBIT 2019, Capability Level, Tata Kelola TI, Sistem Informasi Penjualan, Matriks RACI, Gap Analysis*.

ABSTRACT

Putri Indah Suryani. 2026. Evaluation of the Sales Information System at PT. Cahaya Sakti Chandra Motor Using the COBIT 2019 Framework to Measure Capability Level. Information System, Faculty of Engineering, Universitas PGRI Madiun. Advisor (I) Hani Atun Mumtahana, S.Kom., M.Kom. Co-Advisor (II) Ridho Pamungkas, S.Kom., M.Kom..

The sales information system at PT Cahaya Sakti Chandra Motor plays a strategic role in supporting operational efficiency and the organization's business objectives. Periodic evaluation of information system management is essential to identify operational gaps and ensure that daily transaction controls operate in a measurable and adequate manner. This study aims to evaluate the capability level of the sales information system governance using the COBIT 2019 framework, conduct a gap analysis, and formulate relevant improvement recommendations. A quantitative descriptive method was employed, focusing on four COBIT 2019 subdomains: DSS01 (Managing Operations), DSS02 (Managing Service Requests and Incidents), DSS06 (Managing Business Process Controls), and MEA01 (Managing Performance and Conformance Monitoring). Data were collected through observation, interviews, questionnaires, and documentation aligned with the RACI matrix mapping (Responsible, Accountable, Consulted, Informed). The results indicate that the average current capability level of the sales information system is at Level 4 (Quantitatively Managed Process), with achievement index scores of 4.56 for DSS01; 4.24 for DSS02; 4.45 for DSS06; and 4.20 for MEA01. These results demonstrate that all evaluated subdomains have met and fulfilled the company's target capability level at Level 4. Although the targets have been generally achieved, recommendations are still formulated to optimize specific activity indicators that have not yet reached maximum performance, maintain consistency in incident logging, and periodically refine operational procedures toward Level 5 (Optimizing Process).

Keywords: COBIT 2019, Capability Level, IT Governance, Sales Information System, RACI Matrix, Gap Analysis.