

Survey Application for Telkomsel Customer Satisfaction

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Abstract

The purpose of this research is to make Telkomsel Customer Satisfaction Information Media in Kab.musirawas so that they can improve the service and performance of their employe, and also it can give the information about customer satisfaction, able to improve worker quality, and to give them information about the exact number of their customers. With this application system, the employe are able to receive the information about the number of customers, and the number of customers who feels satisfaction with the service or not. Telkomsel customer survey application use programming language PHP and MySQL as database.PHP and MySQL combine to be an easy yet powerful way to create dynamic web pages that actually interact with your visitors. HTML can create useful and well formatted web pages. The data that will be produced login, home, group management, and description management quesitioner result.

Keywords : *Customer satisfaction, Survey Application, Telkomsel*

1 INTRODUCTION

As the information technology and science have evolved, the information has also been evolving so it can support all the needs and demands of companes to get information from around the globe. so that they need something as a tool to process, access, and save the information sources. It becomes integral part to start or run a business. With the presence of softwares, indeed we hope that the data we have been keeping will be saved regularly or more tidy, so it will be easier to access and process the data. In this modern era, information technology have big influence in human life.

The society can get better for information technology and this research attempt to make application survey user telkomsel, with the internet, in hope that this application will be used to find the information whether the customers are satisfy with the service or not. Based on that information, improve the quality of work. Limantara [1] has investigated a system information the more is private bank in Surabaya and Jakarta for improve service quality

and customer satisfaction . there for the organisation can improve the quality of customer satisfaction.

The Telkomsel service product in Kab.musi rawas has been popular among the society in town because of their competitive prices, and also the network is really good. The level of customer satisfaction is not only for the great price, but also need powerful and stable network, which is can only be achieved by best provider. With that kind of issues, this research will make an application based on internet for PT Telkomsel Customer Survey in kab.musirawas, in hope that this application will be used to find the information whether the customers are satisfy with the service or not, and as the result they can improve all around quality of work to face the tough competition with other providers. In the making of this application, this research using Adobe Dreamweaver CS3 and supported by language program such as PHP and MySQL for database. According to Nugroho [2], ddynamic web pages using PHP linked to a MySQL database can be created using. Application use Web programming refers to the writing, markup and coding involved in Web development, which includes Web content, Web client and server scripting and network security [3]. And the data that will be made are login data, main page, group management, descriptive management, and also questionnaire result.

2 RESEARCH METHODOLOGY

Research methodology used in this research is the SDLC. According to Sukanto & Shalahuddin [4], Software Development Life Cycle (SDLC) is process develop a system software with use methodology. And According to Pressman [5] the systems development life cycle (SDLC) is a conceptual model used in project management that describes the stages involved in an information system development project, from an initial feasibility study through maintenance of the completed application. This method was divided into 6 (six) phases, such as:

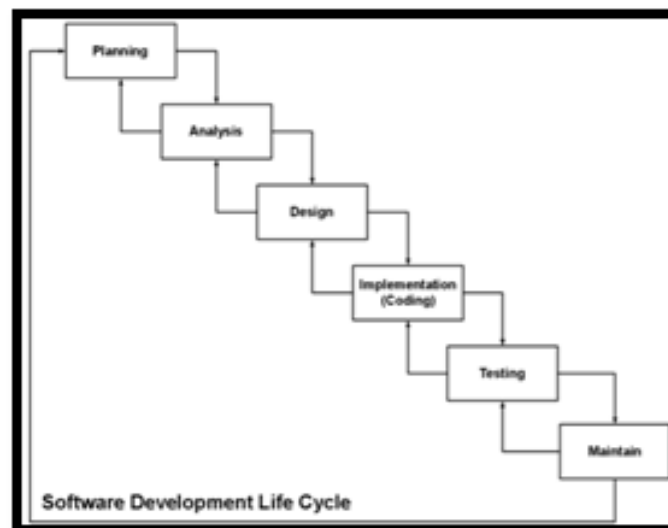


Figure 1: SDLC Model

2.1 Planning and Anaysis

The first phase is to identify the problem, which is the one that has been going in PT Telkomsel, is facing the tough competition from other competitors so that they struggle to value the customer satisfaction. This research wants to build the customer survey application program. The purpose of making this system is to give PT Telkomsel the information they need to solve their problem regarding customer satisfaction as well as to improve their quality and service. This research interviewed and did direct observation to running process in PT Telkomsel to decide the expected information and output.

2.2 Design and Implementation (Code)

On this phase, this reserach decide the system layout, system data, and system database contrivance. The writer used flow chart [6], DFD, and ERD [7, 8]. Design analysis current plan such as in figure 2.

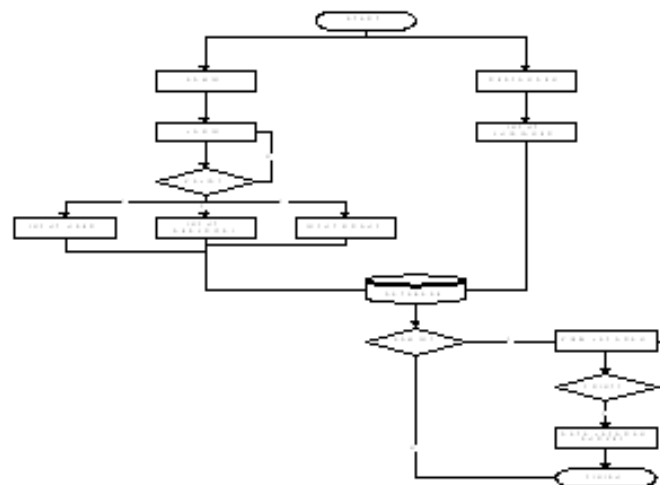


Figure 2: Analysis current plan

This is sytem plan will be made for survey customer application start from admin login if valid admin input user, input description, input group. Admin can view record, print report survey satisfaction user. Then user can be answer for question quesjoner about satisfation user telkomsel.

Design context diagram is a diagram that consists of a process and describe the scope of a system [9]. Diagram context telkomsel customer survey application such as :

Context diagram above describes the flow of application telkomsel customer satisfaction survey. Admin group question and input the data into the system descriptions question. The system will display the dataa input by the admin and the system will also display the survey data. The system will display the data description and a group of questions to the respondents and the respondents will provide the respondents or input data into the system and answer question.

Then Data flow diagram (DFD) is a model of the system to describe the distirbution system into smaller modules [9]. In the application system customer survey this telkomsel, multiple



Figure 3: Context Diagram

data flow diagram such as :

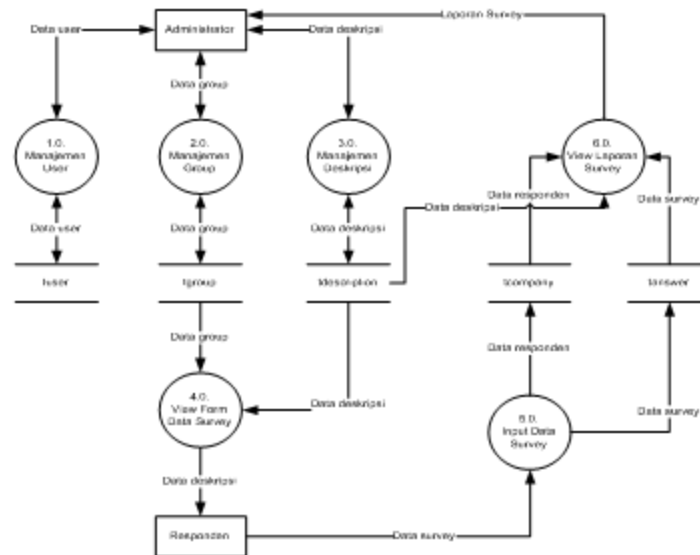


Figure 4: Data Flow Diagram.

This research, ERD explains user answer question and admin receive result questioner graphic from system. Such as:

2.3 Testing and Maintenance

In the testing and maintenace is testing application for admin telkomsel and use application in telkomsel. Maintenace application if system have a problem for application.

3 RESULTS AND DISCUSSION

This Paper presents a application survey customer telkomsel for the investigating relationship between Information Technology. We point out that organizational environment performance improvement can be achieved by the use of information technology infrastructure,

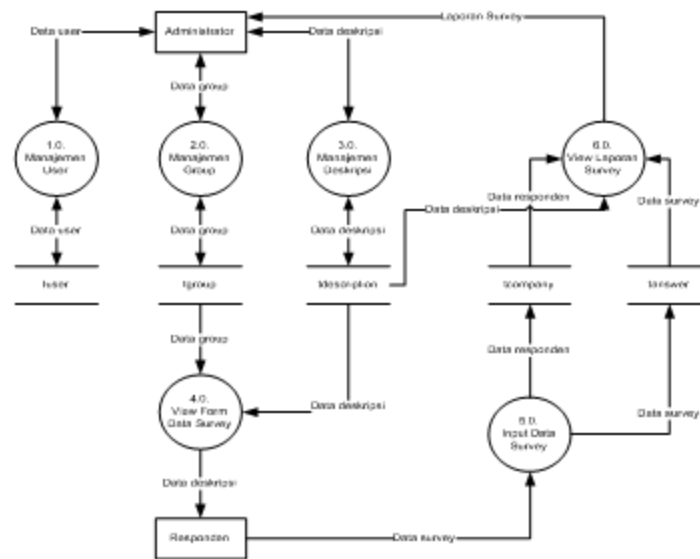


Figure 5: Entity Relationship Diagram

IT human resource and IT management. To enhance the organizational environmental performance, the organization should employ their IT infrastructure to connect and share their resource.

This research contributes providing a conceptual application survey customer satisfaction. The conceptual application is a survey application customer satisfaction use telkomsel. The conceptual application help use and employee for increase use telkomsel. Result this research telkomsel survey customer application is login page, home admin, description page, graph page questionnaire, respondents page and customer home customer, questions satisfaction use telkomsel such as :

Figure 6: Login User

3.1 Login User

To Sign Into Administrator page, Page The first time shown is the login menu that must be filled by admin, because this application admin only admin to enter the system administrator

to entry data. To enter the main menu admin user must fill in the username and password then click the Login button. The appearance of the login page is as follows:

3.2 Home Admin

The main page of the application telkomsel customer satisfaction survey is the first page that will be displayed when the admin successfully login. The main page is as follows:



Figure 7: Home

3.3 Questionnaire

There is 15 question for user the question that will be submitted by Telkomsel user and filled by the customer. User just choose very good, good, not good, and bad nesxt user save answer in application, about satisfaction user use telkomsel. The page Such as:

Figure 8: Questionnaire

3.4 Home Graph Questionnaire

The result of questionnaire selected user use telkomsel is graph. Based on the above questionnaire design, assessment and administration guide using a scoring scale approach Gutman.

The determination of the ratings and scores are as follows : 1) The number of choices = 5, 2) The number of questions = infinity (Question inputted as needed), 3) Low Scoring = 0 (selection of wrong answers), 4) High Scoring = 1 (selection of correct answers), 5) Low score = low scoring x number of questions = $0 \times 3 = 0$ (0%), and 6) The number of high scores = high scoring x number of questions = $1 \times 3 = 3$ (100%).

This system application survey customer satisfaction is graph questionnaire result 2015-2016 answer A very good is 51%, answer B good is 33%, answer C 14 %, answer D 3% and answer E 0%. So satisfaction customer use telkomsel is very good. The main page is as follows:

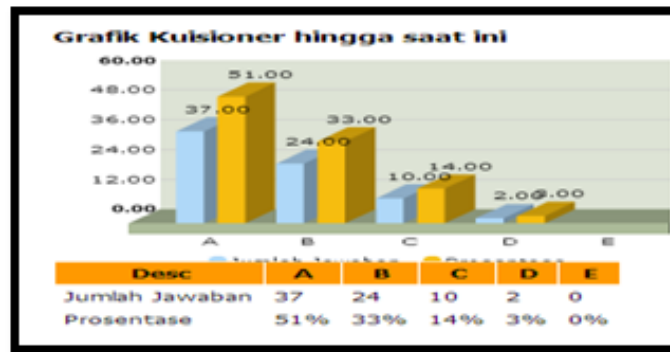


Figure 9: Home Graph Questionnaire

4 CONCLUSSIONS

After analysis this problem PT. Telkomsel then be concluded as follows : This system application survey user telkomsel for satisfaction use telkomsel employe know quantity use telkomsel and know satisfaction user telkomsel, after that enables employe to view graphs of user satisfaction telkomsel. PT. Telkomsel can be improve the quality of their services. with application survey user satisfaction telkomsel can be accessed anywhere. The new system is the result of improvement of the existing system, where This application next facilitate employee produce information quickly, right and accurate in satisfaction data customers with processing and preparing reports, as often happens delays in the process report. With this application data produced more effective and efficient.

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