

ABSTRAK

Pembayaran pajak merupakan kewajiban penting bagi pemilik kendaraan dan kepatuhan dalam pembayarannya sangat esensial. PT Go Rental menghadapi tantangan dalam memantau pembayaran pajak kendaraan secara tepat waktu yang berdampak pada operasional dan kepuasan pelanggan. Penelitian ini menerapkan pendekatan *Customer Relationship Management* (CRM) serta metode *Rapid Application Development* (RAD) untuk membangun sistem informasi monitoring pajak berbasis web dengan bahasa pemrograman PHP. Sistem yang dikembangkan mencakup pengelolaan data kendaraan dan pelanggan, pengingat otomatis, dan *dashboard* interaktif untuk pemantauan *real-time*. Pendekatan CRM dan RAD memungkinkan pengembangan cepat dan iteratif dengan keterlibatan pengguna. Implementasi sistem ini terbukti meningkatkan efisiensi operasional, mempercepat pemberitahuan, serta memperkuat hubungan pelanggan melalui layanan yang proaktif dan terintegrasi.

Kata Kunci: *Customer Relationship Management*, RAD, Sistem Informasi, PHP, *Monitoring*, Pajak Kendaraan

ABSTRACT

Tax payment is an important obligation for vehicle owners, and compliance is essential. PT Go Rental faces challenges in monitoring vehicle tax payments on time, which impacts operations and customer satisfaction. This study applies a Customer Relationship Management (CRM) approach and the Rapid Application Development (RAD) method to build a web-based tax monitoring information system using the PHP programming language. The developed system includes vehicle and customer data management, automated reminders, and an interactive dashboard for real-time monitoring. The CRM and RAD approaches enable rapid and iterative development with user involvement. The implementation of this system has been proven to improve operational efficiency, accelerate notifications, and strengthen customer relationships through proactive and integrated services.

Keywords: *Customer Relationship Management, RAD, Information System, PHP, Monitoring, Vehicle Tax*