

ABSTRAK

CV Coral Palembang merupakan perusahaan jasa konstruksi yang masih mengelola proses pemesanan yang belum terotomatisasi melalui WhatsApp dan Microsoft Excel, sehingga data pesanan rentan tidak tercatat dengan baik, sulit ditelusuri, dan pelanggan tidak dapat memantau status pesanan secara mandiri. Penelitian ini bertujuan untuk merancang dan membangun aplikasi pemesanan jasa konstruksi berbasis web dengan menerapkan metode Customer Relationship Management (CRM) guna mengelola data pelanggan, pemesanan jasa, estimasi biaya, riwayat pesanan, dan monitoring status pesanan secara lebih terstruktur. Sistem dikembangkan menggunakan metode Waterfall dengan framework Laravel 12, database MySQL, dan pengujian Black Box Testing. Hasil penelitian menunjukkan bahwa aplikasi berhasil dibangun dengan fitur login berbasis role, manajemen layanan, form pemesanan dengan kalkulasi estimasi biaya otomatis, pengelolaan status pesanan oleh admin, riwayat pesanan pelanggan, serta fitur Customer Database CRM yang mencakup segmentasi pelanggan dan analisis transaksi. Seluruh fungsi aplikasi dinyatakan berhasil berdasarkan hasil pengujian Black Box Testing

Kata Kunci : CRM, Aplikasi Pemesanan, Jasa Konstruksi, Laravel, *Website*.

ABSTRACT

CV Coral Palembang is a construction service company that still has not yet automated its ordering process, still relying on WhatsApp and Microsoft Excel, resulting in poorly recorded order data, difficulty in tracking order history, and customers being unable to independently monitor their order status. This study aims to design and develop a web-based construction service ordering application by implementing the Customer Relationship Management (CRM) method to manage customer data, service orders, cost estimation, order history, and order status monitoring in a more structured manner. The system was developed using the Waterfall method with the Laravel 12 framework, MySQL database, and Black Box Testing. The results show that the application was successfully built with features including role-based login, service management, an ordering form with automatic cost estimation, order status management by admin, customer order history, and a CRM Customer Database featuring customer segmentation and transaction analysis. All application functions were verified as successful based on Black Box Testing results.

Keywords: *CRM, Ordering Application, Construction Service, Laravel, Website*