

ABSTRAK

Momzaa Laundry Cabang Way Hitam Palembang masih melakukan pelayanan pelanggan dan pengelolaan administrasi secara manual, mulai dari pencatatan data pelanggan, transaksi laundry, hingga penyusunan laporan. Kondisi tersebut menyebabkan beberapa kendala, seperti lambatnya pencarian data pelanggan, kesalahan dalam pencatatan transaksi, keterlambatan penyusunan laporan, serta risiko kehilangan data dan nota transaksi. Permasalahan tersebut semakin meningkat seiring bertambahnya jumlah pelanggan dan transaksi yang harus dikelola setiap hari. Penelitian ini bertujuan untuk merancang Sistem Pelayanan Pelanggan Berbasis *Microsoft Access* pada Momzaa Laundry Cabang Way Hitam Palembang. Metode yang digunakan adalah *Research and Development (R&D)* dengan model ADDIE yang meliputi tahap *Analysis, Design, Development, Implementation, dan Evaluation*. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Hasil penelitian berupa rancangan sistem berbasis *Microsoft Access* yang mampu mengelola data pelanggan, data transaksi, perhitungan biaya laundry, pencetakan nota, serta penyusunan laporan secara otomatis. Sistem yang dirancang dapat mempercepat proses pelayanan pelanggan, meningkatkan ketelitian dalam pengolahan data, mempermudah pencarian informasi, serta mengurangi risiko kesalahan pencatatan. Dengan demikian, sistem yang dirancang diharapkan dapat mendukung kegiatan pelayanan pelanggan yang lebih efektif, efisien, dan terstruktur pada Momzaa Laundry Cabang Way Hitam Palembang.

Kata Kunci: Pelanggan, Pelayanan, Transaksi, Pelaporan, Basis Data

ABSTRACT

Momzaa Laundry Way Hitam Branch, Palembang still manages customer service and administrative activities manually, including recording customer data, laundry transactions, and preparing reports. This condition causes several problems, such as slow customer data retrieval, errors in transaction recording, delays in report preparation, and the risk of losing data and transaction receipts. These problems become more significant as the number of customers and daily transactions continues to increase. This study aims to design a Customer Service System Based on Microsoft Access for Momzaa Laundry Way Hitam Branch, Palembang. The research employed the Research and Development (R&D) method using the ADDIE model, which consists of the Analysis, Design, Development, Implementation, and Evaluation stages. Data were collected through observation, interviews, and documentation. The result of this study is a Microsoft Access-based system design capable of managing customer data, transaction data, laundry cost calculations, receipt printing, and automated report generation. The designed system is expected to improve customer service by accelerating service processes, increasing accuracy in data processing, facilitating information retrieval, and reducing recording errors. Therefore, the system can support more effective, efficient, and well-organized customer service activities at Momzaa Laundry Way Hitam Branch, Palembang.

Keywords: Customer, Service, Transaction, Reporting, Database.