ABSTRACT

INNOVATION OF A WEBSITE-BASED SCHEDULE AND ROOM MANAGEMENT INFORMATION SYSTEM TO IMPROVE SERVICE VALUE AT MAKASSAR CREATIVE HUB

Author : Raihana Nurul Wahidah Salsabila Haq
Supervisor : Murtafia

The registration and information dissemination workflow at the Makassar Creative Hub (MCH), which utilizes separate platforms such as Google Forms and Google Spreadsheets, creates scheduling comprehension issues for prospective users and repetitive workloads for administrators. This study aims to examine and design a website-based management information system innovation named the Creative Hub Web-Based Information System (CREWIS) for schedule and room management in order to improve service value.

This study employs a mixed-methods approach combining qualitative analysis using the Waterfall method by Winston W. Royce (consisting of planning, analysis, design & development, testing, implementation, and maintenance stages) with quantitative analysis using the SERVQUAL model by Parasuraman (covering tangibles, reliability, responsiveness, assurance, and empathy dimensions). The qualitative informants comprise programmers, MCH administrators, and developers, while the quantitative sample consists of 78 respondents who are MCH facility users selected through purposive sampling based on Slovin's formula.

The qualitative results indicate that the development of CREWIS successfully integrates the entire workflow—ranging from registration, real-time schedule checking, document uploading, administrator verification, to notification issuance and report exporting—into a single unified, accessible platform. System testing using 20 functional black-box testing items demonstrated that all features run successfully and reliably. Meanwhile, quantitative instrument testing showed that all statement items for variables X and Y were valid (r calculated > r table = 0.306) and exhibit extremely high internal consistency (Cronbach's Alpha values ranging from 0.961 to 0.965). The implementation of CREWIS is proven to effectively cut communication barriers, eliminate the risk of schedule clashes, accelerate application processes, and significantly enhance the service value of MCH.

Keywords: Public Service Innovation, Management Information System, Website, Waterfall Method, SERVQUAL.

Translated by:
The AgencyES
Language Institute
File No.: 803-S1-126045