

ABSTRAK

Toko T-Hype.id menghadapi kesulitan dalam mengelola pesanan desain custom melalui marketplace dan metode manual seperti pesan melalui WhatsApp atau kunjungan langsung ke toko. Kesulitan ini meningkatkan beban kerja admin dan menyebabkan inefisiensi dalam pengelolaan data pesanan dan pelanggan. Penelitian ini bertujuan mengembangkan sistem e-commerce yang terintegrasi dengan fase Customer Relationship Management (CRM) menggunakan metode Rapid Application Development (RAD). Metode RAD dipilih karena memungkinkan pengembangan sistem yang cepat dan iteratif dengan umpan balik pengguna. Proses RAD meliputi 3 tahapan yaitu Requirements Planning, Design Workshop dan Implementation. Setelah pengembangan, sistem diuji menggunakan Blackbox Testing untuk memastikan bahwa semua fungsi berjalan sesuai spesifikasi. Selain itu, User Acceptance Testing (UAT) dilakukan untuk memastikan sistem memenuhi kebutuhan dan harapan pengguna akhir. Dari hasil pengujian Black-Box testing dinyatakan diterima karena semua test case yang diuji menunjukkan dan memberikan nilai diterima/sukses. Hasil pengujian UAT pada pelanggan yaitu responden rata-rata score 89,08% yang disimpulkan dalam kriteria Sangat Menarik, pada admin yaitu responden rata-rata score 86,00% disimpulkan dalam kriteria Sangat Menarik. Selain itu, Hasil penelitian menunjukkan bahwa sistem e-commerce yang dikembangkan mampu mengintegrasikan fitur desain custom produk, manajemen pesanan otomatis, dan fitur CRM. Fitur-fitur ini memudahkan admin dalam mengelola pesanan dan data pelanggan serta memberikan pengalaman yang lebih baik bagi pelanggan. Sistem ini diharapkan dapat meningkatkan efisiensi operasional Toko T-Hype.id dan memperkuat loyalitas pelanggan melalui fitur inovatif dan layanan yang lebih responsif.

Kata Kunci – *Black-box Testing, Customer Relationship Management (CRM), Desain Custom Produk, E-commerce, Rapid Application Development (RAD), Toko T-Hype.id, User Acceptance Testing (UAT).*

ABSTRACT

T-Hype.id store faces difficulties in managing custom design orders through the marketplace and manual methods such as messaging via WhatsApp or direct visits to the store. These difficulties increase the admin's workload and cause inefficiencies in managing order and customer data. This study aims to develop an e-commerce system integrated with the Customer Relationship Management (CRM) phase using the Rapid Application Development (RAD) method. The RAD method was chosen because it allows rapid and iterative system development with user feedback. The RAD process includes 3 stages, namely Requirements Planning, Design Workshop and Implementation. After development, the system is tested using Blackbox Testing to ensure that all functions run according to specifications. In addition, User Acceptance Testing (UAT) is carried out to ensure the system meets the needs and expectations of end users. From the results of the Black-Box testing, it was declared acceptable because all test cases tested showed and gave acceptable/successful values. The results of the UAT test on customers, namely respondents, an average score of 89.08% was concluded in the Very Interesting criteria, on admins, namely respondents, an average score of 86.00% was concluded in the Very Interesting criteria. In addition, the results of the study show that the developed e-commerce system is able to integrate custom product design features, automatic order management, and CRM features. These features make it easier for admins to manage orders and customer data and provide a better experience for customers. This system is expected to improve the operational efficiency of the T-Hype.id Store and strengthen customer loyalty through innovative features and more responsive services.

Keywords – *Black-box Testing, Customer Relationship Management (CRM), Custom Product Design, E-commerce, Rapid Application Development (RAD), T-Hype.id Store, User Acceptance Testing (UAT).*