ABSTRACT

Daily sales performance report system at PT. Bina San Prima is still using conventional way. Data processing achievement target salesman still with manual counting with help of Microsoft Excel. Then the data of measurement results by taking notes on the whiteboard. This causes the work to be ineffective and efficient. A performance indicator salesman noted based on key performance indicators set by the employer. This indicator consists of sales targets, effectiveness call and effectiveness of the store. These three indicators will become the supervisor's reference in determining the achievement of salesman bonus every month. The design of daily performance system of web-based salesman by salesman, supervisor, sales admin and branch manager sales according to their respective functions - each. Use of the system that has been in accordance with the achievement of the company. Daily salesman system performance is made to facilitate the user in analyzing any target delivery targets. System created to facilitate the salesman in order to access the system wherever, without the need to queue up with other salesmen to get targeted data from the target computer sales supervisor. Daily performance system of sales key performance indicator made based on website with php programming language, using framework codeIgniter, MySql database and Adobe Dreamviewer as software system maker.

Keywords : Daily performance system, Salesman, Key Performance Indicator, Php and MySQL.

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ABSTRAK

Sistem laporan performa harian salesman pada PT. Bina San Prima masih menggunakan cara konvensional. Pengolahan data pencapaian target salesman masih dengan menghitung manual dengan bantuan Microsoft Excel. Kemudian data hasil pengolahan tersebut dilaporkan dengan cara mencatat pada papan tulis whiteboard . Hal tersebut menyebabkan pekerjaan menjadi tidak efektif dan efisien. Suatu indikator penilaian kinerja salesman dinilai berdasarkan key performance indicator yang telah ditetapkan oleh supervisor. Indikator penilaian tersebut terdiri dari target penjualan, efektif kunjungan dan efektif toko. Ketiga indicator tersebut akan menjadi acuan supervisor dalam menentukan pencapaian bonus salesman setiap bulannya. Perancangan sistem performa harian salesman berbasis web digunakan oleh salesman, supervisor, admin sales dan branch sales manager sesuai fungsinya masing - masing. Penggunanan sistem telah dibatasi sesuai peranan kerjanya di perusahaan. Sistem performa harian salesman dibuat untuk memudahkan pengguna dalam menganalisa sejauh mana pencapaian target pendistribusian barang telah tercapai. Sistem dibuat untuk memudahkan salesman agar dapat mengakses sistem dimanapun dan kapanpun, tanpa harus mengantri dengan salesman lain untuk mendapatkan data pencapaian target salesman dari komputer supervisor. Sistem performa harian salesman berdasarkan key performance indicator ini dibuat berbasis website dengan bahasa pemrograman php, menggunakan framework codeIgniter, database MySql dan Adobe Dreamviewer sebagai perangkat lunak pembuat sistem.

Kata Kunci: Sistem performa harian, Salesman, Key Performa Indicator, Php dan MySQL.