ABSTRACT

Name	:	Diki Herliansyah
Student Number	:	41515310032
Counsellor	:	Giri Purnama, S.pd.,M.kom
Title	:	Designing a Food Ordering System with a Web-Based Customer Relationship Management (CRM) Concept

Many cafe food orders are usually done by hand, which are considered unoptimal because when a customer wants to order a meal, customers are required to come to the place of the restaurant or cafe, where customers will have to wait for the service. The purpose of this study was to create applications based on food reservations. It also implemented web based concept of customer relationship management strategy (CRM) that would make it easier to manage customer data during the bookings at the cafe. One application to customer relationship management is to get a discount from the cafe. Other features may order through the web and register, food reservations are given options are sent to customer's address or taken order without having to wait in line at the cafe. The application is shown in website form using PHP programming with the framework code igniter and the mysql database.

Key words:
Customer Relationship Management , Reservation, Code Igniter