

Peran Website HOPE dalam Meningkatkan Efisiensi Operasional di PT. Panorama JTB Tours Indonesia : Studi Kasus Orange Incentive House = The Role of HOPE Website in Improving Operational Efficiency at PT Panorama JTB Tours Indonesia: Orange Incentive House Case Study

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Abstrak

Penelitian ini menganalisis peran website HOPE dalam meningkatkan efisiensi operasional di Orange Incentive House, khususnya pada divisi Operations Product Management (OPM) dalam penyusunan quotation. Penelitian juga mengevaluasi kontribusi HOPE terhadap efektivitas kerja OPM serta memberikan rekomendasi optimalisasi sistem bagi industri pariwisata di PT. Panorama JTB Tours Indonesia. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode purposive sampling, untuk menyelidiki pengalaman pengguna website HOPE, tantangan yang dihadapi, dan dampaknya terhadap efisiensi operasional. Metode ini memungkinkan pemahaman mendalam terkait makna dan perspektif pengguna sesuai dengan tujuan penelitian. Penelitian ini menghasilkan bahwa kehadiran website HOPE berdampak terhadap efisiensi operasional namun perlu ada peningkatan kinerja untuk optimalisasi sistem. Disarankan agar pengembang sistem di PT. Panorama JTB Tours Indonesia, khususnya Orange Incentive House, melakukan evaluasi rutin terhadap kinerja website HOPE. Masukan seperti kelambatan saat jam sibuk dan keterbatasan fitur pencarian perlu ditindaklanjuti. Peningkatan server, penyimpanan data, dan penguatan jaringan dapat meningkatkan responsivitas dan fleksibilitas sistem.

.....This study analyzes the role of the HOPE website in improving operational efficiency at Orange Incentive House, especially in the Operations Product Management (OPM) division in compiling quotations. The study also evaluates HOPE's contribution to the effectiveness of OPM work and provides recommendations for system optimization for the tourism industry at PT. Panorama JTB Tours Indonesia. This study uses a descriptive qualitative approach with a purposive sampling method, to investigate the user experience of the HOPE website, the challenges faced, and its impact on operational efficiency. This method allows for an in-depth understanding of the meaning and perspective of users in accordance with the objectives of the study. This study found that the presence of the HOPE website has an impact on operational efficiency but there needs to be an increase in performance for system optimization. It is recommended that system developers at PT. Panorama JTB Tours Indonesia, especially Orange Incentive House, conduct routine evaluations of the performance of the HOPE website. Input such as slowness during peak hours and limited search features need to be followed up. Server improvements, data storage, and network strengthening can improve system responsiveness and flexibility.