EFFICIENCY OF DIRECT SALES AND CANVASSER SALES TARGET MONITORING WITH RESTFUL API IMPLEMENTATION ON THE WEBSITE AND MOBILE-BASED MONITORING SYSTEM.

RESTIAN DWI FRIWALDI
Informatics Study Program, Faculty of Science & Technology
Yogyakarta University of Technology
Jl. North Ringroad Jombor Sleman Yogyakarta
E-mail: restian.dwi.friwaldi@gmail.com

ABSTRACT

Technological innovation is a critical factor in enhancing the operational efficiency of a company, particularly in sales management. This study investigates the implementation of an integrated sales target monitoring system that connects direct sales and sales canvassers at PT Indosat Ooredoo Hutchison Branch Tri through the use of a RESTful API. The system is designed to address the limitations of manual monitoring, which can lead to delays in information dissemination and errors in data recording. The Agile methodology is employed in the development process, encompassing literature reviews, data collection through interviews, needs analysis, system design using UML, and implementation with the Laravel framework. Testing conducted using the black-box testing method demonstrates that the system effectively optimizes real-time data exchange, accelerates decision-making, and enhances the performance of the sales team. This web and mobile-based system promotes flexibility and facilitates easy access to information based on user access rights. The findings of this study offer a valuable contribution to the enhancement of the sales monitoring system, which is anticipated to serve as a model for the development of analogous systems within the telecommunications industry. The study's key findings include the following: integrating website and mobile-based monitoring systems with RESTful API enhances data access speed and accuracy, thereby facilitating a faster and more precise decision-making process. This result, in turn, contributes to the company's growth and competitiveness.

Keywords: Direct Sales, Mobile, Sales Monitoring, RESTful API, Sales Canvasser, Website