

ABSTRACT

The development of a chatbot application using Dialogflow on the website creation service ordering information system at PT Astrophille Cetta Technology aims to improve the efficiency and quality of customer service. By implementing the Natural Language Processing (NLP) method, the chatbot is designed to understand and respond to user requests interactively. This study shows that the use of chatbots can speed up the ordering process, reduce errors in data recording, and provide more accurate information to customers. In addition, this system also helps in promoting services more effectively than traditional methods. The evaluation results show that the implementation of this web-based chatbot has succeeded in increasing customer satisfaction and work productivity in the company.

Keywords: *Information system, ordering, chatbot, Natural Language Processing dialogflow*

