

**IMPLEMENTING FORECASTING FEATURES IN A CUSTOMER RELATIONSHIP
MANAGEMENT INFORMATION SYSTEM TO DETERMINE EMPLOYEE SALES TARGET
(Case Study: PT Arhadi Fajar Perkasa, Semarang)**

Bagus Ramzy Dwisnu Wardhana, Umar Zaky, S.Kom., M.Cs

Program Studi Sistem Informasi, Fakultas Sains & Teknologi

Universitas Teknologi Yogyakarta

Jl. Ring Road Utara Jombor Sleman Yogyakarta

E-mail : bagusramzy2608@gmail.com, umarzaky@uty.ac.id

ABSTRACT

This study aims to develop a forecasting feature within the Customer Relationship Management (CRM) Information System to serve as a decision support tool for determining employee sales targets at PT Arhadi Fajar Perkasa. Previously, the process of setting targets and planning sales visits was conducted manually and lacked integration, often relying on subjective judgment. The system was designed using the TOGAF ADM framework to ensure alignment between business needs and information technology solutions. It implements the Forecasting Fixed Growth method, which uses a 2% fixed growth rate based on historical sales contributions from the previous period. Development involved stages such as needs analysis, observation, interviews, UML modeling, and interface prototype design. Accuracy testing using the Mean Absolute Percentage Error (MAPE) method yielded values of 24.43% for 2025 and 24.31% for 2026, indicating that the system's accuracy falls within a sufficient and consistent range. The study resulted in a web-based system capable of managing customer data, sales targets, and visit plans in an integrated manner, while providing performance visualizations and forecasting results to support more objective and data-driven managerial decision-making.

Keywords: Decision Support System, Sales Forecasting, Customer Relationship Management (CRM), Sales Target, TOGAF ADM