

IMPLEMENTING CUSTOMER TO CUSTOMER (C2C) CAR ON A WEB-BASED RENTAL INFORMATION SYSTEM

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ABSTRACT

Yogyakarta is a favorite tourist destination in Indonesia, so that the travel business sector, including car rental, is the most sought-after tourist need compared to using other means of transportation. So far, vehicle owners generally wait for customers who come looking for a vehicle that they want to rent, which causes the rental business to be less developed and inefficient for vehicle renters. Information technology-based applications were developed to support the vehicle rental business, which has advantages in marketing and web-based data management with the waterfall system development approach. The results of this study are application products that provide benefits to both users and business owners of vehicle rental so that it is expected to increase business turnover.

Keywords: Tourism, Transportation, Rental, Waterfall System, Convenience