

**MARINEHUB: AN INTEGRATED MARKETING AND SALES MANAGEMENT
PLATFORM FOR SHIP REPAIR AND MARINE SERVICES**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

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The ship repair industry faces increasing competition that requires improved customer coverage, reliable delivery performance, and higher operational efficiency. Many shipyards still rely on fragmented systems and manual processes, leading to limited visibility, delivery delays, and reduced customer satisfaction.

This study aims to analyze the implementation of the MarineHub system as an integrated digital platform to improve customer coverage, delivery time performance, and operational excellence in ship repair operations. The research applies the DMAIC (Define, Measure, Analyze, Improve, Control) methodology to identify operational issues and implement continuous improvements.

MarineHub was developed using AppSheet as a low-code application and Google Sheets as a centralized database, enabling real-time monitoring, data integration, and workflow automation. The results show that MarineHub improves communication transparency, reduces delivery delays through better scheduling and coordination, and enhances operational efficiency by minimizing rework and improving data accuracy.

In conclusion, MarineHub is an effective digital solution that supports operational efficiency, delivery reliability, and customer relationship management, providing a sustainable competitive advantage for the ship repair industry.

Keywords: DMAIC, Integrated System, Delivery Performance, Customer Management, Ship Repair

ABSTRAK

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Industri ship repair menghadapi persaingan yang semakin ketat sehingga menuntut peningkatan jangkauan pelanggan, ketepatan waktu penyelesaian pekerjaan, dan efisiensi operasional. Namun, masih banyak galangan kapal yang menggunakan sistem terpisah dan proses manual, sehingga menimbulkan keterlambatan dan rendahnya visibilitas proyek.

Penelitian ini bertujuan untuk menganalisis implementasi sistem MarineHub sebagai platform digital terintegrasi dalam meningkatkan customer coverage, kinerja delivery time, dan keunggulan operasional. Metodologi yang digunakan adalah DMAIC (Define, Measure, Analyze, Improve, Control) untuk mendukung perbaikan proses secara berkelanjutan.

MarineHub dikembangkan menggunakan AppSheet dan Google Sheets untuk mendukung monitoring real-time, integrasi data, dan otomatisasi proses. Hasil penelitian menunjukkan peningkatan transparansi komunikasi, penurunan keterlambatan pekerjaan, serta peningkatan efisiensi operasional.

Kesimpulannya, MarineHub merupakan solusi digital yang efektif untuk meningkatkan kinerja operasional, ketepatan delivery, dan hubungan pelanggan pada industri ship repair.

Keywords: DMAIC, Integrated System, Delivery Performance, Customer Management, Ship Repair

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DEDICATION

This thesis is dedicated to my family, whose endless support, patience, and encouragement have been the foundation of my academic journey. Their prayers and motivation have continuously inspired me to pursue higher learning and personal growth. I also dedicate this work to my lecturers, supervisors, and mentors, whose guidance, knowledge, and constructive feedback have been invaluable throughout the research and writing process. Their commitment to academic excellence has greatly shaped my understanding and perspective. Finally, this thesis is dedicated to all colleagues and practitioners in the maritime and ship repair industry, whose real-world challenges and experiences motivated this research. It is my hope that this study may contribute, even in a small way, to the advancement of knowledge and practical improvement within the industry.

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