

**IT SYSTEM DESIGN FOR A DIGITAL BUSINESS PLATFORM IN THE
HOMESTAY SECTOR: A CASE STUDY IN CILANDAK, SOUTH JAKARTA
USING ITIL 4**

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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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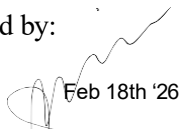
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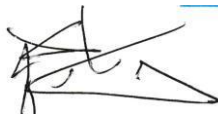
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ABSTRACT

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Many homestays in Cilandak, South Jakarta still rely on manual booking and payment, which caused some errors, inefficiency, and low customer satisfaction. This research aims to design an IT based digital business platform tailored to growing need, especially amid the digital transformation in micro and small hospitality business, the study adopts ITIL 4 as a core framework to guiding planning and development of service oriented and quality IT system. Through a case study, the research identifies operational challenges and service improvements through local homestay sector. The methods are integrating service design principle and process mapping to create an IT system design, ensure propose platform aligning with business goals and tenant expectations. The results showing applying ITIL 4 can improve booking, payment, and customer communication, lead to higher service quality, operational efficiency, and customer satisfaction through validation and verification through Focus Group Discussion, based on scoring 1-5 within 3 aspects, such as user interface, user experience and technical and data verification.

Keywords: IT system design, Digital business platform, digital transformation, ITIL 4 framework, service quality, customer satisfaction

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DEDICATION

I dedicate this works for the future research and work of the country I loved:
Indonesia



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I wish to thank to Allah SWT, my advisor and my co-advisor, Dr. Ir. Mohammad Achmad Amin Soetomo, M.Sc (advisor) and Dr. Maulahikmah Galinium, S.Kom, M.Sc (co-advisor) who guided me to finish this thesis. Then, I would like to thank to all my family members and my friend who close with me and helped me to fill the questionnaire, so I can finish my thesis on time.



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