ABSTRACT

BUILDING A RENTCAR BOOKING SYSTEM BASED E-COMMERCE (CASE STUDY CV. INCO PERKASA)

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CV INCO PERKASA is a rent cars is located in JL. Tegal parang selatan No. 18 Mampang. CV INCO PERKASA provides services car hire in the form of daily, weekly and wedding. The difference types of cars based on the type, price, and amenities in each car. In the process of promotion of the company has done a variety of ways by mutual information through a single customer to customer and advertising in the newspaper column, it turned out the way they felt less effective because the company could not provide information about the cars that will be rented out in its entirety and details so that the customer get less complete and accurate information about the cars that are leased by the CV INCO PERKASA Rent cars. During this transaction booking car hire rental is done by the costumer in by phone or come directly to the rental. Problems also appear on rent car booking by using the phone will require considerable time to obtain information about the car that has not been rented. In addition, problems arise in the process of booking a rental car that takes a lot of time because it is still in the form of documents or archives. As well as ordering by phone is not satisfactory because the costumer can not see pictures of cars that will be rented.

To tackle these barriers then built an application system booking rent car based e-commerce on CV INCO PERKASA. The system is web-based, with data security applications and networking that is guaranteed, as well as the payment process automated by using third-party IE Paypal and transfer account.

Based on the results of the study and after doing alpha testing and the betha versions of the rentcar booking system based on e-commerce,CV INCO PERKASA outcomes to be achieved within the system of booking rent car e-commerce based on CV INCO PERKASA can help in improving rent car, can assist in the promotion and introducing cars that are leased by the CV INCO PERKASA can help in distribute marketing and rent car in CV INCO PERKASA.

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