

ABSTRACT

Technological developments in the era of globalization have increased significantly enough to dominate most human activities. Humans and technology coexist and complement each other's needs. Seeing this, Femmes House is here as a business person who sees an opportunity to market their products online, which is called an online shop. Femmes House is an online shop on the Instagram platform that sells various women's fashions.

In the course of the business process, problems were found, namely long waiting times which made business processes inefficient and reduced the level of customer satisfaction. Based on the problems that occur, it is necessary to design improvements to minimize waiting time in business processes by making a proposed business process using an information system approach in the form of a website. In making this improvement design, the Business Process Improvement approach, Context Diagrams, Use case diagrams, Data Flow Diagrams, and Sequence Diagrams are used.

From the approach taken, it is found that the level of efficiency in the proposal process has increased. After that, the System Usability Scale was also carried out to find out whether the proposed system used was successful or not according to website users. From the System Usability Scale that was carried out, it was also found that the system designed got good assessment results from the user.

Keywords: Business Process, Website, Business Process improvement, System Usability Scale