

ABSTRACT

Tunas Santosa Mandiri Workshop faces operational challenges such as inefficient service management, limited marketing reach, and difficulties in managing customer queues. To address these issues, a web-based operational system has been developed, integrating workshop services, information, and online booking. This system is built using modern web technologies. Test results indicate that the system functions as expected, improving operational efficiency, expanding marketing reach, and enhancing customer satisfaction.

Keywords: workshop information system, online reservation, queue management, digital marketing, service automation