

ABSTRACT

DEVELOPMENT OF INDICATORS OF FASHION PRODUCT SATISFACTION FROM MAYOUTFIT AMONG THE STUDENTS WITH SATISFACTION MATRIX AND TOGAF *MIGRATION PLANNING*

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MayOutfit is a fashion business that sells various types of women's clothing. Starting a business with an online store now has its own boutique in several areas and they sell a variety of clothing on most of which are homemade. For this reason, MayOutfit chooses the best marketing strategy and manages relationships with customers to produce excellent fashion product both from product quality, product innovation and competitive fashion trends. Fashion Marketing in MayOutfit is expected to be able to market and sell MayOutfit products to a wider consumer so that more people can get to know their products. While customer relationship management (CRM) focusing on how to create good communication with customers who are loyal to the products offered in the long term. In adapting to rapid technological developments, MayOutfit must harmonize the Business Strategy with Information Technology. Enterprise Architecture is one that can harmonize between Business Strategy and Information Technology. There is a framework that can be designed for Enterprise Architecture that is, TOGAF ADM Migration Planning. TOGAF ADM has 9 phases, but in this study took case studies on Production using the migration planning. The results of this final assignment produced an EA design consisting of TOGAF ADM artifacts and IT development recommendations in the form of a roadmap. This study took the MayOutfit West Java-Bandung as a case study, specifically about student customer satisfaction.

Keywords: Enterprise Architecture, TOGAF Migration Planning, Fashion, SPSS, Satisfaction Matrix, Marketing, Customer Relationship Management.