

ABSTRACT

Tour and travel agencies play a significant role in the tourism industry, yet despite their importance, many of these agencies remain underexposed and not well-known. This is mainly due to the fact that some of them still run their business processes conventionally. Based on interviews conducted with travel agencies, several issues were identified, particularly in the management of operational processes, which are not yet efficient. Many of these agencies still rely on manual methods such as using Excel for data management, including the recording of tour guides, vehicles, tourist bookings, and customer complaints. Additionally, when creating tour packages, the data on guides, vehicles, and tourist attractions are not integrated, forcing the agencies to input this data manually. The aim of this research is to develop a system that can manage the operational processes of travel agencies more effectively, as well as to perform testing and evaluation of the system to ensure that the built-in features work well and meet users' needs and expectations. The research uses the prototyping method and is developed using the Laravel framework. Testing methods include blackbox testing, stress testing, and load testing. For the evaluation of the interface design and prototype interaction, usability testing was conducted, and the System Usability Scale (SUS) method was used to measure the usability of the developed application. The results of this research indicate that the application achieved a usability score of 81.5, which signifies that the application has a good level of usability and successfully meets users' needs and expectations. In the future, further research could add new features, including accommodation bookings and vehicle reservations.

Keywords : Travel agency, Tourism, Prototype, Laravel, Black Box Testing, Usability Testing