

## ABSTRACT

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*Data is raw facts as well as important assets owned by users, therefore there is a need for data governance so that the data has the best quality and can be used to make decisions. Master Data Management can be the solution chosen by the Company in carrying out the data governance process, this is because Master Data Management is a procedure for implementing data integration or ETL and data cleaning. The existence of Master Data Management is expected to be able to assist companies in carrying out data management processes and be able to improve the quality of company data. This research focuses on the testing process carried out when implementing Master Data Management using Informatica tools. The expected result when implementing Master Data Management is that customer data owned by the company does not occur duplication and produces golden data.*

*Keywords: Data Quality, Data Management, Informatica Tools*