

## ABSTRACT

*Regulation of the Minister of Administrative and Bureaucratic Reform 14 of 2017 focuses on guidelines for public satisfaction surveys. In line with that, ISO/IEC 17025:2017 And ISO 9001 focused on customer satisfaction. This standard is for being able to design feedback system. feedback information system is one of the solutions in terms of handling various complaints, criticisms, suggestions and expressions of satisfaction in service. Feedback handling management in an organization can be managed using ISO standards, so it is necessary to design an ISO-based complaint information system. This research using design thinking approach which is simplified into 3 stages, namely; RSM (Recognize, Scrutinize, Materialize) in application development.*

**KEYWORD :** *Feedback system, ISO 9001, ISO 17025, and Regulation of the Minister of Administrative and Bureaucratic Reform 14 of 2017*