

ABSTRACT

Information system technology exists in Indonesia then grows along with time movement. This matter is seen from more implementation quantity from information system technology at various activity kinds, one of them is business activity. One of companies that need information system technology implementation is company that moves in automotive business, that is Astra Auto 2000. Customer quantity, whether customer that want to buy new car or customer that does service periodically and there are no information system existence that can keep information about customer effectively and efficient makes Auto 2000 cannot detect information about customer that do business transaction at their service center.

In this research designed a system that uses Radio Frequency Identification (RFID) technology. By using this technology, customer will have a card that keep data consist of individual identity data, vehicle data, and also important addition data, that is information about registered customer place, and also transaction total customer has done. This card is used in when customer wants to do transaction and the information always be updated at the time when customer has finished transaction. This customer identification information system gives benefit, for both company and customer. For customer, this system will make customer can do transaction at Astra Auto 2000 Service Center anywhere without having giving back information about self identity that less effective and efficient. For company, this system can detect business activity that done by customer, so that company can do more personal approach towards customer and for the result, customer loyalty towards company will increase.

Keywords: Information System, Radio Frequency Identification, ACR120U