

## ABSTRACT

Baraya travel is one of travel agency most interested in nowadays. Besides it's cost relatively reachable by customers, this travel agency also offers not less than nine arrival and departure destinations in Jakarta and also five arrival and departure destinations in Bandung. Baraya travel agency has two kinds of services, Jakarta-Bandung inter-city travel service and cargo service (delivery service). Now days Baraya travel agency has call centre to facilitate the customer in reserving the ticket, but the ticket reservations and cargo services recording process is done manually, because of that reasons there are customer's data lost and redundant reservations. This even often bring complains from the customer.

One of method can be used to evaluate and improve the quality of service of Baraya Travel agency is Business process improvement method, beside of that there is System Information Design to improve previous recommended system.

Improvement process and system information design for ticket direct reservation process, ticket reservation by phone process, cargo service and finance can increase Baraya travel agency business process efficiency. Activity existing in ticket direct reservation process decrease from 18 activities to 13 activities and time processing decrease from 444 second to 144 second, and activity existing in ticket reservation by phone reduced from 23 to 16 process with 1701 second processing time to 186 second and then activity existing in cargo service decrease from 9 activities to 7 activities with time consuming process reduction from 456 second to 114 second, but there is no changes in departure process because it has reach optimum value, wherease in finance calculation's Agency there is significant alteration from 12 activities with 6042 second processing time to 4 activities with 480 second processing time. That five processes can split into 3 services group, that is : ticket direct reservation with total time processing decrease from 6954 second to 1092 second after go through the improvement and ticket reservation by phone has 8211 second time processing in existing process, decrease to 1134 second in suggestion process and the last, cargo service with time consuming process reduction from 6966 second to 1062 second .

Keyword: Baraya travel, Business Process Improvement, process efficiency, Baraya travel information system.