

ABSTRACT

PT. Haifa Nida Wisata is one of the companies in the field of travel agents for Umrah and Hajj tours. In carrying out its business, the company needs an online representation such as a website that can be accessed by the general public that can give trust or confidence in services. In line with this need, the company also has a process that is still carried out manually that is ordering process where prospective customers need to come to the company's location. In similar services, prospective customers also have several problems, especially regarding the availability of information. Therefore, an information system was developed to provide the information needed by prospective customers and provide functionality for ordering packages. Development is carried out using the extreme programming method which is an agile method that is iterative and adaptive to system requirements. From the research conducted, the extreme programming method helps in developing a better quality system because there is a small release which allows developers to do more frequent testing so that useful feedback can be obtained more quickly. In addition, the research produced a landing page that can be used as a place to provide information and also an online representation to give trust. With the developed system, it is hoped that it can improve service quality by increasing the trust or confidence of outsiders in the company's services and increasing the competitive value against similar services. The testing showed an acceptance rate of 82.07% in the first iteration for working on some requirements. Then testing the second iteration for the remaining requirements and input from the first iteration obtained an acceptance rate of 85.9%. Both tests showed that respondents were very accepting or satisfied with the system being developed.

Keywords: Umrah and hajj service, service quality, extreme programming, landing page