

System Business Performance Report About Priority Client In Banking

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Abstract; *Banking has customers with several levels based on the level of transaction. Customers with high transaction rates are said to be priority customers. Priority customer management by the banking staff is of particular concern and even given awards if they get the best value. Management is given a performance appraisal for staff who give good service for customer as a form of monitoring from the bank. Priority Customer Performance Reporting System is a system used to process the recording and processing of business performance achievement report data that will be received by the staff of priority customer management. Constraints that occur in the field often occur in errors in calculation, loss or damage to the results of priority customer reports. So as to overcome this, a system for recording employee performance results for managing priority customer data reports is created to produce accuracy in awarding priority banking staff members.*

Keywords: *Business Performance Reports, Achievements, Banking*

I. Introduction

In the current era of globalization, computers are an indispensable tool for many state and private company agencies. The use of computers today is growing rapidly in all fields in accordance with the times. The need for accurate and timely information to present complete data is needed both at the agency and company. In line with the rapid development of the world of modern technology, resulting in changes in human life in handling any problems that occur that have to do with the overall development process. Banking need technology cause they have more impact for industry (Croteau & Bergeron, 2001). For the good performance we have make strategic planning using information system (Clement & Salois-Swallow, 1995). In industry performance as a measurement one of a success factor, beside banking industry, the hotel industry (Suharno Pawirosumarto, 2017), the education industry (Suharno Pawirosumarto, Antonius Setyadi, 2017) and another industries have the same thought. Banking as one of the financial institutions of public trust that plays an important role in the economic

system, so it can be said that the bank is the vein of the financial system whose activities are accepting deposits from the public in the form of savings, current accounts, deposits, etc. which then the funds collected from the community are distributed back to society in the form of credit. As a business entity engaged in the service sector, the trust of all parties involved is very important for both bank owners and managers and the public as users of bank services.

The development of the banking industry in Indonesia is quite rapid. Seen from the increasing number of bank branches, ATM machines (Automatic Teller Machines or in English are called Automatic Teller Machines) whose spread is always increasing, and the emergence of new banks. The impact of the increasing number of banks is to cause competition in terms of financial, and in terms of services. To adopt technology is necessary for banking to make good transaction (Shaikh & Karjaluto, 2015).

To make banks more advanced and have more customers and be able to compete with each other between banks, services are needed that must be more excellent. Because customer loyalty is the peak achievement of banking business players.

Not only does it have to have good service and a large number of customers, banks must also improve business performance to increase company profits which results in the welfare of its employees. Therefore, banks often offer a variety of credit solutions to customers, such as Motorized Vehicle Loans (KKB), Home Ownership Loans (KPR), Working Capital Loans (KMK) and others.

For this achievement, you cannot only rely on Account Officers (AO) and Relationship Officers (RO) to find customers and approach customers. A front liner role is needed which almost meets customers daily to approach the customer profile and needs so that they can provide banking solutions that are suitable for customers. For this reason, business targets for each priority employee are given. Performance business will be effective and efficient when we make concept and strategy for company (Choong, 2013). In Banking for the good performance we need business activity monitoring by information system (Kang & Han, 2008). This performance will be business models for

fundamental with technology innovation (Baden-Fuller & Haefliger, 2013) and will be show in the performance reports.

In this research, we will look at the problems that arise in banking related to how to design a system for recording reports on the performance of each individual business performance every month? Then How to create a system for evaluating the results of priority employee performance reports? And How does the system monitor the achievement of priority performance for each period?

The goal of this research to be achieved in the results is to:

1. To improve accuracy in recording performance reports.
2. Minimizing errors in evaluating the results of performance reports.
3. As a basis for future decision making and corporate strategy making.

II. Research Method

In this study using the field research method to retrieve research sources whose results are processed by quantitative methods and the results are presented using descriptive methods.

Data collection techniques used are:

1. Observation, which is the process of taking data in research by making observations on the customer assessment process, providing reports and the process of calculating performance until awarding the Priority section of the BCA KCU DaanMogot study.
2. Interview, which is collecting data through question and answer and discussion with 9 priority employees and 2 supervisors.
3. Documentation, namely collecting company profile documents and priority business performance report forms related to this research.

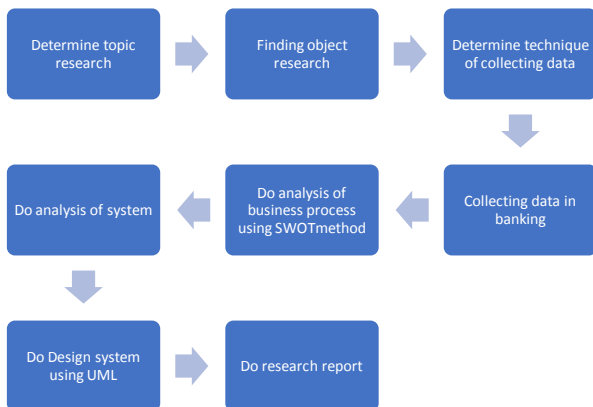


Figure 1. Flow of research

III. Results And Discussion

In each achievement of business performance that has been achieved by each individual, it must be recorded in a report or what is called a report card which then the report card must be submitted to superiors for examination. The problem faced is occurred in the processing of report data. Due to the process that requires a lot of effort and time, so the delay in data collection results in performance evaluations being carried out too late and difficulty in finding historical data. This results in supervision and an assessment of the achievements of each individual, supervisors need more time

Along with the times and technology that is very fast at this time, making many people use information systems in their work activities. With a computerized system, it can support the success of a company or agency in getting precise and accurate information for the progress of the company. Especially in the process of achieving the targets that have been given to each of its employees. Information is an absolute necessity for companies to carry out all activities of the company. One form of application to produce information more quickly and accurately is to utilize information technology. Information systems are expected to provide benefits in increasing the effectiveness and efficiency in the company.

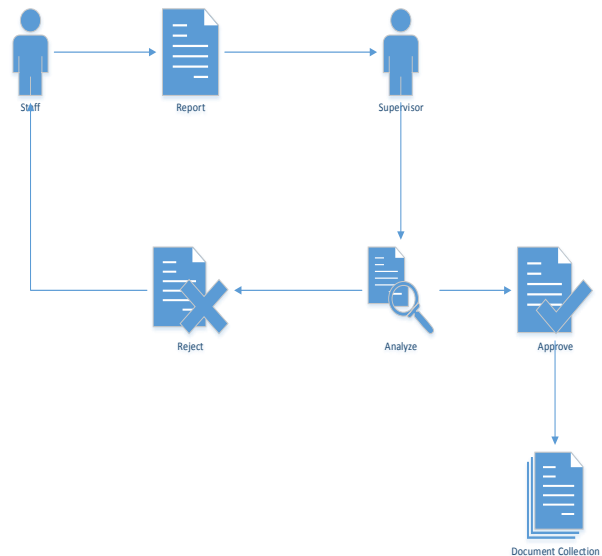


Figure 2. Flow map Business Process Existing

System flowmap procedures running:

1. Each employee records a report on the achievement of targets and referrals in the report book, which is then collected once a month at the end of every month to the supervisor for inspection.

- The supervisor conducts an analysis of the reports received from each of these staff. Then what if the achievement report has been approved, the supervisor recapitulates all the results of the business performance achievement report and conducts a review, if the achievement report is rejected then the report will be returned to the staff for improvement.

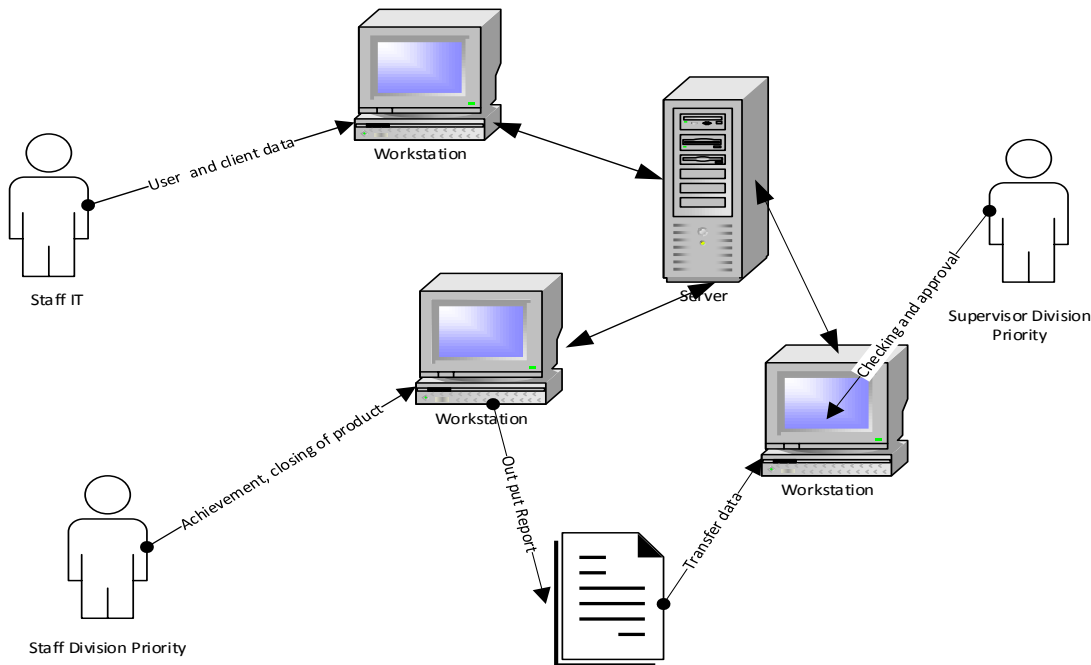


Figure 3. System Business Performance Report Diagram

The system business performance report describe that have three users; first, staff of Information Technology Department that responsible about role play using the system, monitoring system and maintenance application. Second, staff of division priority that handle the priority client and responsible to make the report, and the last is supervisor of division priority that receive the report.

The flow of the system start with every user can using the system if they login with entry username and password, so they need register first. The role play using the system manage by staff IT. They responsible to record the user data to determine which staff can be user of the system. Furthermore, they have responsible to manage data client after staff division priority entry in the system.

Staff division priority, after they give service to priority client must make record achievement for one day and closing of the product in to the system. After they entry

to the system, staff can make report with just one touch the icon to make that report.

The report will be sent to supervisor division priority. Supervisor will be received the report and responsible to checking the report and if the report didn't have a problem, so the supervisor give approval with click icon approve. If the report has a problem, so supervisor must click the icon reject and make a note that write about mistaken in the report.

The report which reject by supervisor will be give notification in a staff division priority system. They must fix the report with checking data that mistaken.

Class Diagram

To see relationship of database that will be describe with this picture below;

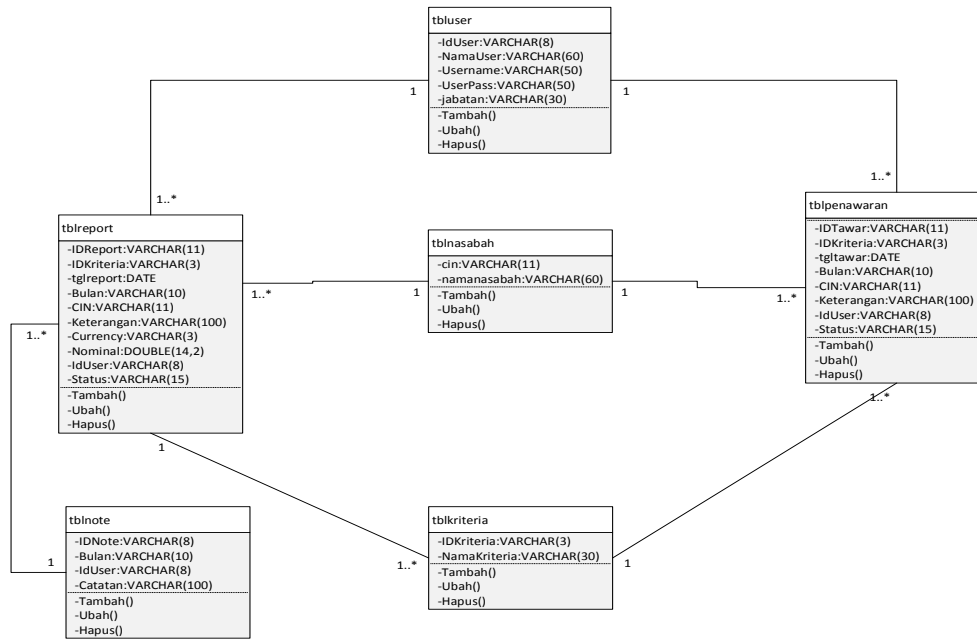


Figure 4. Class Diagram

After the analysis of system development has been carried out, the next stage is the process of implementing the system. In this process, the system developer changes the design into components in the form of codes in the programming language. Implementation is implemented with the intention that the system that has been created can run efficiently, effectively and can assist in the online booking process.

Application Display Implementation

Next is the display generated by the application in implementing the system into the actual data.



Figure 5. Login Windows

The user interface for login to the system which give 3 (three) accesses to admin IT from staff IT division, Staff priority division who will be using

this system and supervisor of priority division who will be using the system as controlling operational business performance report.



Figure 6. Data User

This is the user interface for input data user that operate by staff IT.



Figure 7. Data client

This is the user interface for input data client that operate by staff IT.



Figure 8. Target of client

This is the user interface for input target data of client that operate by staff priority division.



Figure 9. Closing Product

This is the user interface for input closing product that operate by staff priority division.



Figure 10. Report

This is the user interface for output business performance of each staff after they finished the job in one day and will be receive by supervisor priority division.

IV. Conclusion

Based on the results of research that has been done, it can be concluded that;

1. This system provides a form to record the performance reports of each achievement made by priority staff which will then be stored in a database and checked by priority supervisors every month
2. This application of this business performance achievement report system can find out and assess

the results of the achievement of the performance of each priority employee.

3. In this system a monthly recapitulation report is made so that priority supervisors can monitor each achievement made by each individual to see the targets that have been achieved.
4. This the application of the business performance achievement report system, it is expected that the process of recording the results of achieving business performance will be faster and can be done in realtime.

Suggestions that can be given and useful for users of the Business Performance Achievement Report System application in existing banks, namely: Further development is expected to be able to apply this application to any bank that has the same situation and conditions with the requirement to have a division related to handling priority customers.

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