# ABSTRACT

## DEVELOPMENT OF MOBILE-BASED PRODUCT REGISTRATION APPLICATION TO IMPROVE PERFORMANCE AT PT XYZ

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*This research aims to develop a mobile-based product registration application to improve performance at PT XYZ. Currently, the product registration process at PT XYZ is not optimized in utilizing mobile technology. This research aims to enhance the performance of the product registration application by designing an Android-based application that enables practical usage anywhere and simplifies the product registration process while improving the staff's efficiency. The identified problems include the underutilization of mobile technology, limited staff accessibility, and delays in product input. The benefits of this research include increased staff productivity, better service, improved knowledge and skills of the researchers, practical experience in application development, and contribution to curriculum refinement.*

*Keywords: application development, product registration, mobile-based, performance, mobile technology.*

*References: 41*

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