

ABSTRACT

IMPLEMENTATION OF BUSINESS INTELLIGENCE FOR MONITORING THE PERFORMANCE OF XYZ BANK'S ATMs IN THE SOUTH TANGERANG AREA

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The current advancement in the banking industry is rapid and highly sophisticated. Many banks continually innovate to ease customer transactions, and one approach employed is providing Automated Teller Machine (ATM) services. High-level management or directors, as decision-makers, require tools to remain competitive with other banks. Consequently, this research aims to apply the concept of business intelligence to the digital development of an ATM performance dashboard in the South Tangerang region.

This study utilizes a mixed research method, incorporating both qualitative and quantitative approaches. Qualitative research involves interviews with technicians or employees, while quantitative data is obtained from the monitoring system provided by XYZ Bank. The research results will showcase a digitalized dashboard illustrating the performance of ATMs and the utilization of business intelligence concepts in decision-making within a company.

Keywords: Business Intelligence, dashboard visualization, data warehouse.