

ABSTRACT

DEVELOPMENT OF RESERVATION MODULE IN JOANNE STUDIO MEMBER APPLICATION

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In the current era of technological advancement, the use of technology is expected to provide convenience and significant benefits to its users, particularly in the business world. Customer Relationship Management (CRM) is an important method in establishing good relationships with customers and reducing the likelihood of customers switching to competitors. The beauty industry also plays a vital role in providing advantages and convenience to its customers. However, Joanne Studio, a beauty studio specializing in eyelash extensions, faces issues with its reservation system. In this final project development, a reservation module will be added to the Joanne Studio application to facilitate the management of customer appointment schedules and enhance service delivery with speed and efficiency. The main objectives are to expedite the reservation process, minimize human errors in schedule recording, and provide accurate information to customers. Therefore, this final project titled "Development of Reservation Module in Joanne Studio Member Application" aims to address these issues and improve the customer experience.

Keywords: Technology, Customer Relationship Management (CRM), Beauty, Joanne Studio, Reservation System, Development, Reservation Module.

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