

ABSTRAK

Perkembangan teknologi informasi yang pesat di era globalisasi memberikan dampak signifikan pada berbagai aspek kehidupan, termasuk bisnis dan layanan masyarakat. PT. Murni Makmur Abadi, sebuah perusahaan *Internet Service Provider* (ISP) di Kecamatan Kamal, Kabupaten Bangkalan menghadapi kendala dalam proses pembayaran tagihan internet yang masih dilakukan secara manual. Metode ini kurang efisien karena dapat berisiko kehilangan data sebab pencatatan masih dilakukan secara manual di buku. Penelitian ini bertujuan untuk merancang dan mengembangkan aplikasi pembayaran internet berbasis web guna mempermudah proses pembayaran serta meningkatkan efisiensi operasional perusahaan. Aplikasi ini dikembangkan menggunakan metode *Rapid Application Development* (RAD), yang memungkinkan pengembangan perangkat lunak dengan siklus yang cepat dan hemat biaya. Aplikasi yang dihasilkan telah diuji menggunakan standar ISO 25010, khususnya pada aspek *functional suitability* dan *reliability*. Pengujian *functional suitability* menunjukkan hasil sempurna, sementara *reliability* memperoleh skor 99,8%. Dengan hasil ini, aplikasi mampu memenuhi kebutuhan pembayaran internet secara efisien dan andal, memberikan pengalaman yang lebih baik bagi pengguna.

Kata Kunci : *Rapid Application Development*, Pembayaran, Aplikasi Web, *Internet Service Provider*, Rancang Bangun, *Payment Gateway*

ABSTRACT

The rapid development of information technology in the era of globalization has had a significant impact on various aspects of life, including business and public services. PT. Murni Makmur Abadi, an Internet Service Provider (ISP) in Kamal District, Bangkalan Regency, faces challenges in the internet bill payment process, which is still done manually. This method is less efficient as it is prone to data loss due to manual recording in books. This research aims to design and develop a web-based internet payment application to facilitate the payment process and improve operational efficiency. The application was developed using the Rapid Application Development (RAD) method, which allows for the development of software with a fast and cost-effective cycle. The resulting application has been tested using the ISO 25010 standard, specifically in terms of functional suitability and reliability. Functional suitability testing showed perfect results, while reliability achieved a score of 99.8%. With these results, the application is able to meet the needs of internet payments efficiently and reliably, providing a better user experience.

Keyword : *Rapid Application Development, Payment, Web Application, Internet Service Provider, Design and Development, Payment Gateway*