STRATEGY OF ASSET MANAGEMENT FOR HEAVY EQUIPMENT AT PUBLIC WORKS SERVICE OF KAPUAS REGENCY

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ABSTRACT

Heavy equipment which is managed by the Public Works Service of Kapuas Regency, totaling 38 units with 22 good condition, 6 less good, and 10 units were severely damaged. Shortage of funds often caused the lack of optimization for asset management of heavy equipment, and based on the condition of all heavy equipment are old and obsolete. Of course would cost in the operation and maintenance. Starting from here, so there is an attempt to optimize the assets of heavy equipment, one with the search for alternative strategies for better management. This research aims to formulate an alternative strategy in asset management at Public Works Service of Kapuas Regency, by conducting an analysis of existing conditions in terms of technical aspects, financing, legal, and management.

This study uses descriptive analysis to describe the existing condition in the management equipment of public works service of Kapuas Regency, importance-performance analysis and SWOT analysis to formulate the optimization strategy of heavy equipment management. Collecting data conducted in two phases, namely by means of observation, interviews and questionnaire to the respondent users/tenants of potential heavy equipment and the officials/stakeholders who are considered experts in management and related equipment.

Based on this research, from the importance-performance analysis, the average perceived level of 3.154, and 4.027 level of expectation, and the value of the gap between perceptions and expectations of -0.874. These results indicate that managers are still not able to provide good service with heavy equipment or the user has not received its performance according to what is expected. Furthermore, from the SWOT analysis produces SO strategies (Aggressive) with 4 alternative strategies that seek to use force to take advantage of existing opportunities. The alternative strategy is to utilize the functionality Workshop with a variety of heavy equipment activity is recommended as a support provider of infrastructure, improving service of heavy equipment with excellent service orientation, leveraging all the available of facilities and empower the administrator of human resources for the common good, and adjustment plan with potential targets rental income from the levy of heavy equipment.

Key words : asset management, heavy equipment, Importance performance analysis, SWOT analysis.
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