CUSTOMER SERVICE PRODUCTIVITY
IMPROVEMENT USING CUSTOMER VALUE ANALYSIS
AND RETURN ON INVESTMENT APPROACH

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Abstract

PT. Kereta Api (Persero) Daops 8 Surabaya is a rail transportation services company. Customers using these services is a priority factor in the company’s efforts to achieve a profit. Efforts are needed to improve service and manage relationships with customers so that customer satisfaction and loyalty can be increased and reduce the likelihood of customers switching to other competitors.

Issues contained in this company is a decline in the volume of passenger trains on the previous period. Volume of passenger trains in 2010 showed the volume of passengers that is realizable smaller than the target volume in March, April, July, August, October and November. So do increased customer service to increase the volume of passengers in 2011 and subsequent years. In addition, the management company has not meet the desired customer service. Train commercial or executive class provides the greatest revenue percentage of company revenue. Therefore, this study uses observations of objects trains executives in this regard is the Argo Bromo Anggrek.

Repair services performed in this study was conducted with Customer Value Analysis approach and based on the perception that management is also a plan of care improvement program the management of PT. Kereta Api (Persero) Daops 8 Surabaya. In the calculation of ROI obtained an index value of -0.18 would
increase passengers by 10% (251 passengers per day), while for the 15.4 index will increase passengers by 95% (446 passengers per day) approached the capacity per day of a wagon train Argo Bromo Anggrek 450 seats. Productivity after repair value of 19.09.

**Keywords:** Productivity Improvement, Customer Value Analysis, Customer Perceptions and Expectations, Return On Investment