DESIGNING OF THE ONLINE TICKET GENERAL APPROACH TO SERVICE QUALITY, AND ROOT CAUSE ANALYSIS, AND TO IMPROVE COMPANY’S SERVICE QUALITY
(CASE STUDY: PT. KERETA API INDONESIA)

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ABSTRACT

In Indonesia, train is one of important public transportation. Most of people in Indonesia use train as a public transportation but the train service industry growth is not as rapid as highway growth. Nowadays, the train ticketing service provided in 9 alternatives such as contact center, real agent, ticket counter, PT. POS Indonesia, online mobile ticketing, citos, CIMB clicks, drive thru, indomart. These existing alternatives have not been fully facilitate the customer to book the ticket. For example, the real agent which is a form of cooperation Railway PT Indonesia (PT KAI) in marketing or promoting a particular area of ticket booking, ticket prices are more expensive than the sale price of the train itself, because the Real Agent service adding additional cost services and it has differentiations of prices for the type of class. Root Cause Analysis, Blue Print and prototype of E-Commerce website is used as a tool in this study. The results are the company can provide the complete requirements, employees to be friendly with ticket sales process, and employees know the number of tickets sold, employees can guarantee the safety of passengers and the company can provide a solution when the ticket is lost, employees can give clear instructions for ordering ticket, employees gives instructions about how to fill out a list of tickets that must be filled, employees clearly provide a convenient service.