DYNAMIC PRICING UMRAH PACKAGE
IN DUAL SALES CHANNEL STRUCTURE

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ABSTRACT

Dual sales channel, which is then referred to as DSC, has been an interesting discussion to be explored and developed in the development of business investment and information technology nowadays. With the merger of retail-based business model, or commonly referred to as brick channel, with a business model using the online facility, or commonly called the click channel are expected to combine their each advantages and benefits, either for companies or consumers.

In the final two decades, there are some interesting subject to be studied further in the DSC. Among others, the market demand is random and the derivations of the problems that arise related to the coordination channel. One of the challenges faced in DSC is the pricing strategy. That is how the strategy of manage product pricing across channels are align the existence of both the channel and the maximum benefit is obtained.

This research will evaluate the implementation of dynamic pricing in organizing sales umrah, Menara Wisata. The research will built a mathematical model of the benefit which is carried out by optimization technique, both for brick and click channel. From the customer’s preference and optimization that generated, the sales scenario will organized. The numerical experiment will show the better scenario among other that will generate better profits for the company.

Keywords: dual sales channel, revenue management, dynamic pricing