DEVELOPMENT OF DISCRETE SIMULATION MODEL
REVENUE MANAGEMENT FOR MULTI AND SINGLE
CATEGORY IN LOW COST CARRIER

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ABSTRACT
In the airline industry, revenue is the most important things. A competition among airlines often happen in low cost carrier which are competing to get maximum revenue. Revenue management in airline is called Airline Revenue Management (ARM), one of a kind is done by dynamic pricing strategy with consider customer behavior. In this research, dynamic pricing is done by divide two strategy which are multi and single category. Multi category is a strategy that divided a ticket fare into 3 type of fare class which each class has a subclasses. While single category is a fare class that is owned by the airline.

This research develops a discrete simulation model based on a category strategy to maximize the revenue. Parameter modelling showed that a factor caused the decreasing of TER (Total Expected Revenue) is not always because of a cancellation, but influenced by several factor. Factors that affect the revenue are the arrival of the passengers, the limit of selling horizon in each fare class, and determination strategy of single and multi category.

Kata kunci : Revenue management, Low-cost carriers, cancellations, multi and single category, customer behavior.
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