

Penerapan E-Office dalam hubungan antara front office dan back office di PT. Kereta Api Indonesia (Persero) = The application of E-Office in relationship between front office and back office at PT. Kereta Api Indonesia (Indonesian Railway Transportation)

Muhammad Rahadian Prayudha, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20330560&lokasi=lokal>

Abstrak

Dalam meningkatkan pelayanan terhadap konsumen, salah satu inovasi yang dibuat PT. Kereta Api Indonesia (Persero) ialah membangun produk e-office berupa sistem penjualan tiket secara online atau Rail Ticketing System (RTS). Penelitian ini menjelaskan penerapan e-office, khususnya bentuk hubungan antara front office dan back office di PT. Kereta Api Indonesia (Persero). Penelitian ini dilakukan melalui pendekatan kuantitatif melalui metode pengumpulan data kualitatif.

Dari hasil analisis yang dilakukan, ditemukan bahwa tipe hubungan antara front office dan back office dalam penerapan e-office di PT. Kereta Api Indonesia (Persero) ialah tipe C yaitu Full Automation. Selain itu, hasil penelitian menemukan bahwa masyarakat masih menggunakan media konvensional untuk mencari informasi seputar kereta api dan ketersediaan tiket. Dalam upaya meningkatkan pelayanan, PT. Kereta Api Indonesia disarankan untuk melakukan peningkatan kualitas SDM, peningkatan kualitas pelayanan, mensosialisasikan secara kontinu sistem layanan online, dan mampu mengatasi dengan cepat segala bentuk gangguan dalam pelayanan penjualan tiket.

<hr>In effort to enhance service to customer, one of innovation made by PT. Kereta Api Indonesia (Persero) is to develop e-office in the form of selling ticket by online system the so-called Rail Ticketing System. This study aims to analyze e-office is applied particularly the form of the relationship between front office and back office at PT. Kereta Api Indonesia. This study is conducted through quantitative approach by qualitative data analyses.

The research found that the type of relationship between front office and back office in the application of e-office at PT. Kereta Api Indonesia is C type namely Full Automation. In addition, the study found that customer still use conventional media to look for information on train and ticket availability. In order to enhance services, it is recommended to PT. Kereta Api Indonesia to develop quality of human resource, to increase service quality, to continually socialize online service, and capable to handle all form of troubles in selling the ticket.