

# Analisis efektivitas kinerja operasional Call Center Jasa Marga traffic information center = Effectiveness analysis of operating performance Call Center Jasa Marga traffic information center

Parti Widiyastuti, author

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## Abstrak

**ABSTRAK**

Skripsi ini membahas kinerja operasional call center Jasa Marga Traffic Information Center dalam penanganan panggilan. Tujuan penelitian ini adalah mengetahui efektivitas kinerja layanan call center Jasa Marga Traffic Information Center berdasarkan indikator ukuran layanan, ukuran kualitas, dan ukuran efisiensi. Penelitian ini merupakan penelitian deskriptif dengan pendekatan kuantitatif. Hasil penelitian menyarankan untuk meningkatkan keefektifan kinerja call center sebaiknya perlu dilakukan pemisahan tugas antara Traffic Information Center dengan Call Center, mengoperasikan line telepon aktif dalam jumlah yang optimum serta melakukan evaluasi terhadap kinerja masing-masing agen.

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**ABSTRACT**

This thesis is measuring on operating performance of call center Jasa Marga Traffic Information Center on their call handling. Goals of the thesis are to know the performance effectiveness on Jasa Marga Traffic Information Center both quality and efficiency services indicator. This is a descriptive research with a quantitative approachment. The result of the research are suggest that to improve efectiveness performance on the call center should be separated between Traffic Information Center and the call center, operating the phone line with optimum number, and evaluate individual agent performance.