

Analisis kebutuhan fungsional aplikasi Customer Relationship Management (CRM): studi kasus PT Angkasa Pura II (Persero) = Functional requirements analysis of Customer Relationship Management (CRM) application: case study in PT Angkasa Pura II (Persero)

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Abstrak

[PT Angkasa Pura II (Persero) adalah perusahaan yang bergerak di bidang jasa kebandarudaraan. Perusahaan ini mengelola 13 bandara yang berada di wilayah Flight Information Region (FIR) wilayah barat Indonesia. PT Angkasa Pura II (Persero) telah menyusun misi perusahaan yang mencakup semua stakeholders perusahaan yaitu mengelola jasa bandar udara kelas dunia dengan mengutamakan tingkat keselamatan, keamanan, dan kenyamanan untuk meningkatkan kepuasan pelanggan. Dalam usahanya untuk meningkatkan kepuasan pelanggan, PT Angkasa Pura II (Persero) setiap tahunnya melakukan survei kepuasan pelanggan. Survei dilaksanakan atas empat jenis layanan, yaitu penumpang, airline, konsesional, dan kargo sesuai dengan layanan yang diberikan oleh perusahaan.

Berdasarkan laporan hasil survei kepuasan pelanggan tahun 2009 sampai dengan tahun 2012, terdapat penurunan indeks kepuasan pelanggan dalam 1 tahun terakhir. Indeks kepuasan seluruh layanan tahun 2012 menurun dibandingkan tahun sebelumnya dengan penurunan rata-rata sebesar 0,3%. Hal ini disebabkan salah satunya oleh proses bisnis penanganan keluhan pelanggan belum terintegrasi atau masih parsial.

Penelitian ini difokuskan pada analisis kebutuhan fungsional aplikasi CRM di PT Angkasa Pura II (Persero). Tahap awal penelitian dilakukan dengan melakukan pengumpulan data awal, menentukan pertanyaan penelitian, melakukan tinjauan pustaka, menyusun kerangka pemikiran dan menyusun metodologi penelitian. Tahap selanjutnya adalah melakukan pengumpulan data lanjutan untuk keperluan analisis kebutuhan fungsional aplikasi CRM. Analisis yang dilakukan adalah melakukan identifikasi proses bisnis, pemetaan aplikasi saat ini, pemetaan proses bisnis dengan fungsi CRM service automation, dan membuat kuesioner untuk menentukan urutan kebutuhan proses bisnis manage customer service. Penelitian ini menghasilkan 13 (tiga belas) CRM Function dari service automation yang dibutuhkan oleh PT Angkasa Pura II (Persero).;PT Angkasa Pura II (Persero) is a company that engages in airport services. This company manages 13 airports in western region of Flight Information Region (FIR) of Indonesia. PT Angkasa Pura II (Persero) has compiled a corporate mission including all stakeholders of the company. The mission is to manage a world-class airport services company with emphasis on the level of safety, security, and convenience to improve customer satisfaction. In its efforts to improve customer satisfaction, PT Angkasa Pura II (Persero) annually conduct a customer satisfaction survey. The survey is carried out on four types of services, namely passengers, airlines, concessionaires, and cargo in accordance with the services provided by company.

Based on the results of customer satisfaction surveys from 2009 until 2012, there is a decrease of customer satisfaction index in the last one year. Customer satisfaction index in 2012 is decreased compared to the previous year's index with an average decline of 0.3%. One of the reasons of this decrease is because the

complaint handling business processes are still partial and not integrated yet.

This research focused on the functional requirements analysis of CRM application in PT Angkasa Pura II (Persero). The initial stage of this research is carried out by collecting initial data, determining research questions, conducting literature review, formulating theoretical framework, and formulating research methodology. The next stage is carried out by collecting follow-up data for functional requirements analysis of CRM application. Analysis is conducted to identify business process, mapping the current application, mapping business process with CRM Function of service automation, and make a questionnaire to determine the sequence requirements of manage customer service business process. This research resulted in 13 (thirteen) CRM Function of service automation required by PT Angkasa Pura II (Persero)., PT Angkasa Pura II (Persero) is a company that engages in airport services. This company manages 13 airports in western region of Flight Information Region (FIR) of Indonesia. PT Angkasa Pura II (Persero) has compiled a corporate mission including all stakeholders of the company. The mission is to manage a world-class airport services company with emphasis on the level of safety, security, and convenience to improve customer satisfaction. In its efforts to improve customer satisfaction, PT Angkasa Pura II (Persero) annually conduct a customer satisfaction survey. The survey is carried out on four types of services, namely passengers, airlines, concessionaires, and cargo in accordance with the services provided by company.

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