

Praktik penetapan formula perhitungan harga jasa perbaikan bodi dan cat pada PT ABC = Pricing for automobile body and paint repair service in PT ABC / Nadesha Quadonya

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Abstrak

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Laporan magang ini membahas tentang praktik penetapan formula perhitungan harga jasa perbaikan bodi dan cat mobil pada bengkel dealer Bali yang dibawah PT ABC berdasarkan data periode Januari-Juni 2014. Penetapan harga tersebut bertujuan meningkatkan kemampuan bersaing bengkel bodi dan cat resmi dan meningkatkan keadilan bagi pelanggan dengan menetapkan harga yang berbeda bagi berbagai tingkat kerusakan. Hasil penelitian menunjukkan bahwa perusahaan menggunakan metode penetapan harga berbasis biaya khususnya pendekatan penetapan harga berbasis tingkat pengembalian investasi dalam menetapkan harga jasa perbaikan bodi dan cat mobil. Melalui harga jasa perbaikan bodi dan cat baru, kedua tujuan tersebut diperkirakan dapat dicapai PT ABC.

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ABSTRACT

This internship report discusses about the pricing developed by PT ABC based on data from the period January to June 2014 for automobile body and paint repair service performed by dealer Bali's authorized workshop. The objectives of the pricing are to enhance authorized workshop's competitiveness in a market with stiff competition and to increase fairness to customers through price differentiation based on levels of damage. The result shows that PT ABC utilized cost-plus pricing method, specifically target rate of return method, to determine the price of body and paint repair service. Using the newly standardized price, it is projected that PT ABC would be able to achieve said objectives., This internship report discusses about the pricing developed by PT ABC based on data from the period January to June 2014 for automobile body and paint repair service performed by dealer Bali's authorized workshop. The objectives of the pricing are to enhance authorized workshop's competitiveness in a market with stiff competition and to increase fairness to customers through price differentiation based on levels of damage. The result shows that PT ABC utilized cost-plus pricing method, specifically target rate of return method, to determine the price of body and paint repair service. Using the newly standardized price, it is projected that PT ABC would be able to achieve said objectives.]