

Identifikasi paket jasa survei pada pelanggan dengan metode data mining = Identification of survey service package for customer with data mining method.

Agus Suryanto, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20513235&lokasi=lokal>

Abstrak

Penilaian kesesuaian atas standar dan regulasi dilakukan oleh Lembaga Penilaian Kesesuaian (LPK)/Conformity Assessment Body (CAB). Kegiatan penilaian kesesuaian pada barang, jasa, sistem, atau proses dilakukan melalui Pengujian (Testing), Inspeksi (Inspection) dan / atau Sertifikasi (Certification) (TIC). LPK juga dikenal sebagai perusahaan jasa survei. Perusahaan jasa survei di Indonesia memiliki banyak layanan dengan pelanggan yang tersebar di seluruh Indonesia. Banyaknya pelanggan membuat data transaksi menjadi besar yang perlu dilakukan segmentasi untuk menentukan strategi penjualan dan pemasaran.

Berdasarkan penelitian sebelumnya, belum banyak penelitian yang ditemukan yang menjadikan perusahaan jasa sebagai objek segmentasi, khususnya perusahaan jasa survei. Penelitian ini melakukan segmentasi pelanggan perusahaan jasa survei menggunakan Recency, Frequency, & Monetary Value (RFM), dan K-Means Clustering.

Penelitian ini mengolah 181.724 data transaksi perusahaan jasa. Berdasarkan RFM, pelanggan dapat dibagi menjadi 3 segmen yaitu 646 pelanggan Key Account dengan porsi pendapatan 70,73%, 10.037 pelanggan Regular Account dengan porsi pendapatan 29,06%, dan 3.720 pelanggan Retail dengan porsi pendapatan 0,21%. Berdasarkan K-Means, pelanggan dapat dibagi menjadi 21 klaster. Jumlah klaster, disesuaikan dengan banyaknya Kategori dalam Klasifikasi Baku Lapangan Usaha Indonesia (KBLI).

Berdasarkan penelitian ini, K-Means tidak hanya dapat digunakan untuk segmentasi pelanggan barang yang diproduksi, tetapi juga dapat digunakan untuk segmentasi pelanggan perusahaan jasa survei, dan hasil segmentasi dapat digunakan sebagai referensi untuk membuat paket jasa, dan membuat strategi penjualan dan pemasaran.

.....The conformity assessment of standard and regulation is conducted by Conformity Assessment Body (CAB). The conformity assessment activities that applied to goods, services, systems, or processes are carried out through testing, inspection and / or certification (TIC). CAB is also known as a survey service company. Survey service companies in Indonesia have a lot of services with many customers spread nationwide. The large number of customers make large transaction data that needs to be segmented to determine sales and marketing strategies.

Based on the previous research, not many studies have been found that take service companies as object of segmentation, especially survey service companies. This study is segmenting customers of survey service companies using Recency, Frequency, & Monetary Value (RFM), and K-Means Clustering.

This study processed 181,724 transaction data of a service company. Based on RFM, customers can be divided into 3 segments that are 646 Key Account customers with 70.73% revenue portion, 10,037 Regular Account customers with 29.06% revenue portion, and 3,720 Retail customers with a revenue portion of 0.21%. Based on K-Means, customers can be divided into 21 clusters. The number of cluster, is suit to number of Category in Indonesian Standard of Industrial Classification (ISIC).

According to this study, K-Means clustering not only can be used to segment customers of product manufactured, but also can be used to segment customers of survey service company, and the result of segmentation can be used as references for making service package (service bundling), and for making sales and marketing strategy.