

**WAKTU DAN BIAYA PEKERJAAN BERDASARKAN KODE PEKERJAAN
SETIAP TAHUN 2008**

[illegible]

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Tahun	Kode Pekerjaan	Deskripsi Kode	Jumlah Penggunaan Kode Pekerjaan/ tahun	Waktu Pekerjaan	Total Harga	
2008	54601502	Instrument cluster remove/ ins	1	0.25	Rp	50,000
2008	72573702	Center console power window sw	1	0.25	Rp	50,000
2008	80271201	Folding key with transmitter f	1	0.25	Rp	50,000
2008	82120402	Defective bulbs in two externa	1	0.25	Rp	50,000
2008	82121101	Bulbs for two license plate la	1	0.25	Rp	50,000
2008	82691801	Wiper blades (both) for headli	1	0.25	Rp	50,000
2008	851201	Vehicle interior clean	1	0.25	Rp	50,000
2008	88800101	Trunk lid repair	1	0.25	Rp	50,000
2008	923001	PASANG/ GANTI PLAT NOMOR,	1	0.25	Rp	50,000
2008	98105001	POLES KAP MOTOR	1	0.25	Rp	50,000
2008	98117001	POLES KAP BAGASI	1	0.25	Rp	50,000
2008	330001	cuci bodi & lap mesin	1	0.22	Rp	44,000
2008	116802	Extra work for: service, repla	1	0.2	Rp	40,000
2008	15577001	Voltage regulator for alternat	1	0.2	Rp	40,000
2008	32854501	Front left body acceleration s	1	0.2	Rp	40,000
2008	33637602	Left lower steering knuckle jo	1	0.2	Rp	40,000
2008	54113502	Battery recharge (after check)	1	0.2	Rp	40,000
2008	645001	Lubricant change in manual tra	1	0.2	Rp	40,000
2008	7140201	Fuel pressures and internal se	1	0.2	Rp	40,000
2008	80207101	Trunk lid remote closing retro	1	0.2	Rp	40,000
2008	82066001	Interior lights check (after q	1	0.2	Rp	40,000
2008	82500101	Turn signal lamp at left front	1	0.2	Rp	40,000
2008	83128301	Air conditioning check for lea	1	0.2	Rp	40,000
2008	88273101	Gas-filled strut, left for hoo	1	0.2	Rp	40,000
2008	9720002	Hose of engine intake air duct	1	0.2	Rp	40,000
2008	83103501	Diagnosis with official test s	1	0.13	Rp	26,000
2008	13342001	Belt drive pulley replace (v-	1	0.1	Rp	20,000
2008	15132102	Ignition cable (1) replace (af	1	0.1	Rp	20,000
2008	2476301	Operations: battery control un	1	0.1	Rp	20,000
2008	2485101	Operations: module for signal	1	0.1	Rp	20,000
2008	2521501	Operations: fuel feed hose che	1	0.1	Rp	20,000
2008	35125801	periksa kebocoran oli gardan r	1	0.1	Rp	20,000
2008	35280101	Rear final drive unit replace	1	0.1	Rp	20,000
2008	40507501	Tire pressure monitor system (	1	0.1	Rp	20,000
2008	54798901	Ground cable at battery remove	1	0.1	Rp	20,000
2008	648002	Oil change on transfer case pe	1	0.1	Rp	20,000
2008	68474502	Left cover on dashboard remove	1	0.1	Rp	20,000
2008	68474602	Right cover on dashboard remov	1	0.1	Rp	20,000
2008	7112701	Warm-up check (after engine te	1	0.1	Rp	20,000
2008	80271102	Batteries in transmitter key f	1	0.1	Rp	20,000
2008	82691101	Wiper blade on left of windshi	1	0.1	Rp	20,000
2008	88249001	Handle on hood secondary catch	1	0.1	Rp	20,000
2008	98445601	GANTI LIST PINTU BELAKANG KIRI	1	0.1	Rp	20,000
2008	1576002	Cylinder head remove/install	1	0	Rp	-
2008	27498701	Electrohydraulic control unit	1	0	Rp	-
2008	3306301	Crankshaft radial seal at rear	1	0	Rp	-
2008	67140001	Perbaiki bocoran air dari kaca	1	0	Rp	-
2008	72064101	Individual parts of electrical	1	0	Rp	-
2008	80151501	Test program for drive authori	1	0	Rp	-
2008	80205401	Hydraulic unit for remote trun	1	0	Rp	-
2008	82558301	Check spion/motor spion kasar	1	0	Rp	-
2008	9361002	Perbaiki bumper depan kiri	1	0	Rp	-

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[illegible]

[illegible]

[illegible]

2009 Wave 9 Fixed First Visit (FFV) (%)

% Yes

Best-in-Class Dealer (Region)

Regional Average

Indonesia Average

CKP

CKP

Best-in-Class Dealer
(Indonesia)

Work done right first time



Other Operating Procedures

% Yes

Best-in-Class Dealer (Region)

Regional Average

Indonesia Average

CKP

CKP

Best-in-Class Dealer
(Indonesia)

Completed all of the work requested



97%

DPS/ HRS

Contacted after service completed



97%

KLY/ MAR

Explanation of work after service completed



87%

KLY

Informed when vehicle would be ready



92%

ADE/ HRS

Repair order provided before service



90%

HRJ/ HRS

Service personnel neatly dressed



97%

Service personnel willing to listen



97%

Vehicle ready when promised



85%

KLY/ MAR

Vehicle returned clean



62%

HRS

Greeted by name

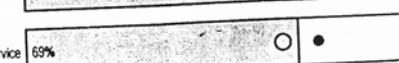


98%

72%

KSM

Estimate provided before service

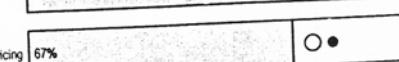


97%

74%

HRJ

Reasonable charge for servicing

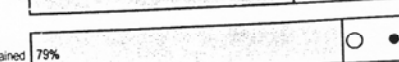


97%

77%

HRS

Service charges explained

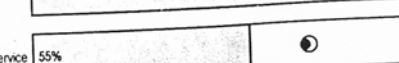


97%

92%

KSM

Contacted after service

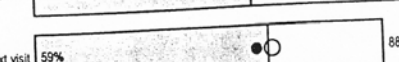


95%

69%

KSM

Informed when to schedule next visit



88%

64%

56%

HRS

Note: Where relevant, * denotes small sample and ^ denotes insufficient sample

***More than 2 Best Dealers

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2009 Wave 9 vs. 2008 Annual Attribute Ratings

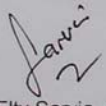
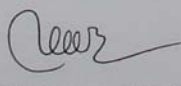
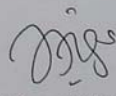
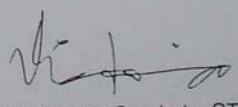
CKP vs. Regional Average	2009 Wave 9 CKP	Better (+) Worse (-) Than Indonesia Average	Same/ Worse (-) Than Best-In-Class Dealer (Region)	Better (+) Worse (-) Than 2008 Annual CKP
= Significantly BETTER at 90% confidence level				
= Significantly WORSE at 90% confidence level				
Overall CSI Score	763	+9	-43	+4
Service Initiation (9.8%)	745	+3	-67	-21
Overall service initiation	7.5	-0.1	-0.6	-0.3
Reasonable time to schedule visit	7.6	+0.2	-0.5	-0.1
Rate time to speak to Service Advisor	7.4	0.0	-0.7	-0.4
Service Advisor (13.1%)	779	+2	-46	-6
Overall Service Advisor	7.8	+0.1	-0.4	+0.1
Listened to requests	7.9	+0.1	-0.7	-0.2
Extent to which needs clarified	7.5	-0.1	-0.4	-0.1
Understood problem with vehicle	7.8	+0.1	-0.6	-0.1
Explanation of service to be performed	7.6	-0.1	-0.4	+0.1
Extent to which commitments fulfilled	7.7	0.0	-0.6	-0.1
Courtesy and respect of service staff	8.0	0.0	-0.4	+0.1
Honesty of service staff	8.0	+0.1	-0.3	-0.1
Display of knowledge and expertise	7.8	+0.1	-0.3	-0.1
In-Service Experience (11.0%)	798	+51	-32	+22
Overall rating of satisfaction with facilities	7.9	+0.4	-0.3	+0.2
Rate time spent at dealership	7.7	+0.2	-0.9	-0.1
Overall cleanliness of waiting area	8.1	+0.4	-0.5	+0.1
Provision of comfortable waiting area	7.8	+0.5	-0.2	+0.3
Amenities available	8.0	+0.7	-0.2	+0.3
Service Delivery (12.7%)	756	+3	-49	+8
Overall rating of picking up vehicle after service	7.6	-0.1	-0.6	-0.1
Time to service vehicle	7.2	0.0	-0.8	-0.1
Promptness in delivering vehicle	7.5	-0.1	-0.7	0.0
Explanation of work performed	7.6	0.0	-0.5	-0.1
Explanation of charges	7.5	0.0	-0.5	-0.1
Process of paying for service	7.8	+0.2	-0.3	+0.3
Cleanliness and appearance of vehicle	7.7	+0.1	-0.5	+0.3
Service Quality (24.5%)	769	+10	-37	+12
Overall ability to fix problem first time	7.7	+0.1	-0.5	+0.1
Ability to diagnose problems	7.6	0.0	-0.4	0.0
Quality of work performed	7.8	+0.1	-0.4	+0.3
Thoroughness in fulfilling requests	7.8	+0.1	-0.6	+0.2
Availability of parts for service	7.5	+0.2	-0.6	+0.2
Customer Oriented Service (28.8%)	746	-1	-61	+2
Customer-oriented service overall	7.6	0.0	-0.7	-0.1
Fairness of charges	7.2	+0.1	-0.8	+0.2
Value of service received	7.5	0.0	-0.6	0.0
Convenient location	7.0	-0.6	-1.2	0.0
Interested in building relationship	7.7	+0.1	-0.5	0.0
Consideration for your time	7.1	-0.2	-0.8	0.0
Takes initiative	7.5	0.0	-0.6	0.0
Interaction opportunities	7.6	+0.1	-0.4	0.0

BERITA ACARA SEMINAR ISI TUGAS AKHIR
JURUSAN TEKNIK INDUSTRI - FAKULTAS TEKNIK - UK MARANATHA

NRP	0423175
NAMA	DAVID PARLINGGOMAN T.
JUDUL PROPOSAL	USULAN STRATEGI PEMASARAN UNTUK MENINGKATKAN PENDAPATN SERVICE MOBIL MERCEDES BENZ DENGAN MENGGUNAKAN DATA MINING (STUDI KASUS DI PT X).
NO. SK. PEMBIMBING	057/KJTI/UKM/SKTA/VI/2009
HARI/TANGGAL	KAMIS, 28 JANUARI 2010

KESIMPULAN

- ☐ Dapat diterima
- ☒ Dapat diterima, dengan perbaikan, kepada pembimbing
- ☐ Dapat diterima, dengan perbaikan, kepada pembimbing dan nara sumber
- ☐ Gagal

PEMBIMBING UTAMA  Elty Sarvia, ST., MT.	KO PEMBIMBING	
NARA SUMBER 1  Melina Hermawan, ST., MT.	NARA SUMBER 2  Arif Suryadi, ST., MT.	NARA SUMBER 3  Indah Victoria Sandroto, ST., MT.

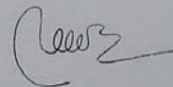
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KOMENTAR

- Bab 1.1 → persingkat alinea 1 dihapuskan pd permisk-seputar bengkel Bkn pd pembelian mobil. Perjelas alinea 2 (Penulisan hal sdb menjelaskan hal kebutuhan masu bengkel) ?
- Bab 1.2 → point 4 buang hal ("... sdb yg ditawarkan o/ konsumen)
- Bab 1.2 → sebarinya point 5 ditiadakan hrw latar belakang menceritakan target pendptan yg sdb terdapai , sdb berkaitan dgn pengeluaran yg berkaitan dgn perolehan profit.
- Hal 3-8 diuraikan per nomer ✓/memudahkan pembacaan , hmdn tambahkan analisis bnpt ✓ tunggal konsumen yg sering dag ke PT X ✓
- Perhatikan ! usulan strategi seharusnya mengacu pd gabungan analisis database pengolahan data mining & data konsultan.

TANDATANGAN



Melina Hermawan, ST., MT.

FORM HASIL SEMINAR ISI
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KOMENTAR

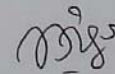
Abstrak alinea 3, kalimat ke-3 → Database "dari PT X"
 kalimat ke-4 → point no 4 → "paling banyak" mengeluarkan biaya service
 kalimat ke-6 → konsultan "yaitu PT. Y"

alinea 4, kalimat pertama → diganti "Data sekunder yg diperoleh dari konsultan, PT Y, dianalisis untuk melihat penurunan/peningkatan dari tahun ke tahunnya. *."
 kalimat ke-3 → 1/ Gold → ~~telah~~ telah melakukan service secara berturut-turut min 10x. ✓

Paragraf 1 → Penggunaan istilah mobil premium / kendaraan premium ~~diseragamkan~~ diseragamkan, jangan ada "kendaraan eksklusif" / "Jenis premium" ?
 kemudian penempatan dalam kalimatnya diperbaiki

hal 1-2 → penjelasan Tabel 1.1 → kalimat diperbaiki karena sulit dimengerti ?
 alinea 3 → jelaskan saja di awal dengan penjelasan persaingan. & perbaiki ~~belum nyambung~~ belum nyambung.

TANDATANGAN



Arif Suryadi, ST., MT.

Identifikasi masalah →

NO 5 → hubungan dengan menurunnya penjualan
 tidak jelas. ~~belum hapus~~

Pembatasan masalah no. 2 → persaingan antara Service Center

Jelaskan antara ATPM dan ~~peng~~ bengkel yg ~~ada~~ ~~ada~~ menyediakan jasa service yg sama.

~~Identifikasi~~

Identifikasi masalah no 2 & 4 → persaingan juga ?

Bab 1 → Perumusan masalah + ~~tujuan~~ no 1 & 3 diperbaiki

Bab 2 → 2.1.1. & 2.1.2 → sumbernya ditulis.

Referensi no. 9 diperbaiki (kemudian ada di Daftar Pustaka).

Bab 3 → Gambar 3.2 bandingkan dgn 3.8 → sesuaikan, seragamkan penggunaan istilah

Analisis → analisis data dari data mining (sewa dan Ardis dari kualitas
Jasa --- dan deskriptif data konsultan ~~keseluruhan~~ ^{PLM})

Bab 4 → hal. 4-2 → data dan konsultan tantalan charge in SP.

Bab 5 → hal 5-24 → pemisahan kategori & pernyak Silver vs Gold → dijelaskan dasarnya
dari mana.

Bab 5 belum menghubungkan hasil analisis data di PT X dgn hasil analisis
data PT Y.

Bab 6 → Kesimpulan ① service yg sering digunakan vs Bab 1 Perumusan & Tujuan masalah

② usaha mempertahankan ~~konsumen~~ konsumen

↳ atau sampai loyal/setia?

Usulannya mana?

Judul disesuaikan dgn isi TA.

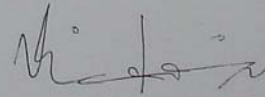
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KOMENTAR

- Abstrak
 - Body repair tidak dibahas, karena data kray lengkap?
 - Usulan tentang klasifikasi konsumen : silver & gold;
 - konsep apa yang mendasari?
 - cek keterkaitan tujuan penelitian dengan pergo-
lahan data dan usulan
- Bab 1
 - Rumusan Masalah. pendapatan terbesar atau yang paling sering ✓
- Bab 3
 - Cek lagi. Di tujuan penelitian ^(abstrak) ⇒ "Strategi Pemasaran"
 - hal. 3-8 ⇒ "Strategi peningkatan nilai + hubungan."
 - Sesuaikan tujuan penelitian dengan strategi yang di usulkan? belum!
- Bab 5
 - Data konsultan yang digunakan : Fixed First Visit & Annual Attribute Rating
 - INSTAG Change In Op untuk apa?
 - Dimensi Kualitas Jasa. Hal 5-19, Analisis isinya keke usulan?
 - Kriteria Usulan seharusnya memberikan cara bagaimana

TANDATANGAN



Indah Victoria Sandroto, ST., MT.

KOMENTAR DAN SARAN SIDANG TUGAS AKHIR

1. kategori dan petunjuk untuk konsumsi *silver* dan *gold* dilengkapi dengan batasan waktu.

DATA PENULIS

Nama : David Parlinggoman Tampubolon
Alamat di Bandung : Jl. Cibogo Atas no 103
Alamat Asal : Jl. Baloi Ditpam RT/RW.001/003 D No.18 Batam
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Pendidikan : TK Immanuel Batam
SD N 015 Batam
SLTP N 003 Batam
SMU ST Maria Medan
Universitas Kristen Maranatha, Jurusan Teknik Industri
Nilai Tugas Akhir : B+
Tanggal USTA : 9 Februari 2010