Optimalisasi lokasi TUK-SMART untuk meningkatkan produksi pulsa CSM Denpasar

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Abstrak

entering the 21st century, Indonesian telecommunication industri have totally changed as the reformation era begins its journey on the ruling of telecommunication with the 36th act of 1999, which has the essence not only about giving new lecenses and implementation of telecommunication technology, but also about liberalization on telecommunication sector it self with the increasing part from private industries, demostic market access opening, and regulation changes that is more market oriented. with those changes, it is clear that anyone-without any exception-who wants to run this promising business, needs strategy in managing, defending, and increasing the quality of the products and services as well as developing the common business with technology development and market demands. smart card public phone (TUK-S) as one of the public phone services given by telkom is expected to reach all segments of community and given new solution in communication. TUK-S is one of the alternative for public to communicate, which generally is very easy to be expanded in terms of services types, very easy to be increased in technology, dan can also be combined with any other Telkom's services. the alternatives given by Telkom is not only to gain profit, but more to it is to fulfil the consumer's needs of communication. regretfully, due to the fast growing development in telecommunication industry made Telkom feels that this business is one of the areas in Indonesia. in this thesis, the writer would like to change the paradigm that describing this business as an unprofiting business for Telkom. the substance in this research shall more be focused on public phone services in general, and how the condition, location and position from terminals according to product charateristics on the services. and also from the marketing aspects which is the marketing mix. from this research, it can be gained that the location of TUK-S with a profile such as airports, hotels, travels, and arthops are the profiles most productively seen from the charging productivity that can be obtained. this result is also supported by one of the relocation testing which has been done within the months of July until September 2002. from the testing, it has known that there's charging productivity which at least gives 100-5000 in percentage. conclusion of this research can be seen in potensial profiles and productive, which among those are Airports, Hotels, travels, and art shops that can be used as a model by telkom in order to managing the products or other services.