

RINGKASAN

Penerapan Tindak Lanjut Temuan Audit Fungsi Pemasaran PT. Kereta Api Daop VIII Surabaya Untuk Meningkatkan Minat Konsumen Pengguna KA. Eksekutif

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Pemasaran secara umum dapat dikatakan sebagai proses sosial dan manajerial dimana individu dan kelompok memperoleh apa yang mereka butuhkan dan inginkan. Keberhasilan dari suatu proses pemasaran, salah satunya berkaitan dengan fungsi pemasaran (*marketing mix*). Agar proses pemasaran tersebut dapat mencapai efisiensi, efektivitas dan ekonomisasi maka manajemen membutuhkan suatu sistem pengelolaan operasional yang memadai.

Audit manajemen merupakan suatu alat yang secara teratur dan sistematis dapat dipergunakan untuk menilai efisiensi, efektivitas dan ekonomisasi unit-unit dalam suatu organisasi atau perusahaan. Dari informasi audit manajemen tersebut, maka dapat diketahui berbagai temuan-temuan audit beserta rekomendasi yang diberikan. Untuk mengetahui apakah tindakan koreksi benar-benar telah dilaksanakan ataupun memuaskan maka dilakukan proses tindak lanjut untuk bisa mencapai hasil yang benar-benar diharapkan. Suatu perusahaan (perusahaan jasa transportasi) pada umumnya melaksanakan audit manajemen fungsi pemasaran sebagai bagian dari upaya untuk membangkitkan minat yang lebih besar kepada masyarakat atau konsumen.

Tujuan dari penelitian ini adalah untuk mengetahui seberapa jauh peningkatan minat konsumen (khususnya pengguna jasa kereta api kelas eksekutif) yang telah dicapai oleh PT Kereta Api Daop VIII Surabaya dalam kaitannya dengan pelaksanaan tindak lanjut temuan audit fungsi pemasaran yang telah dilaksanakan.

Hasil penelitian ini menunjukkan bahwa minat konsumen yang menggunakan jasa kereta api khususnya kelas eksekutif mengalami peningkatan, meskipun peningkatannya belum sedemikian besar. Ini membuktikan bahwa proses tindak lanjut yang dilakukan oleh perusahaan dari hasil temuan audit benar-benar dapat memperbaiki atau mengatasi permasalahan yang dihadapai oleh PT Kereta Api terutama di Daop VIII Surabaya. Adapun berbagai tindak lanjut fungsi pemasaran yang dilakukan oleh PT Kereta Api Daop VIII Surabaya untuk dapat meningkatkan minat konsumen adalah a. produk : perbaikan kualitas kereta (perbaikan gerbong dan berbagai fasilitas penunjang yang ada didalam kereta termasuk interior) yang secara tidak langsung berdampak pada perbaikan tingkat kenyamanan dan keamanan, b. harga : pemberlakuan tarif batas atas dan batas bawah serta pemberian potongan penjualan atau *discount*, c. distribusi : kemudahan sistem tiketing (menyangkut sistem pembelian tiket dan tempat penjualannya) d. promosi : penentuan media promosi yang akan digunakan e. pelayanan : perbaikan yang berfokus pada tingkat kedatangan kereta (keterlambatan kereta).

SUMMARY

The Follow Up Application Of Audit Finding Marketing Function At PT Kereta Api Daop VIII Surabaya To Increasing Consumer's Desire To The Executive Train User

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Management audit is a regular and systematic means, which is able to use for judging efficiency, effective and economic of units in an organization or a company. From the management audit information mentioned above, it is discovered various audit finding along with the recommendation, which has been given. To find out whether the correction being really carried out or satisfied, therefore, it is performed a follow-up process to reach an expected result. A company especially a transport company generally performs audit of marketing function management as part of effort to increase a great deal of society or consumer's desire.

The aim of this research was to find out the increase of consumer's desire (especially for the executive train consumers) had been achieved by the follow-up to the marketing function audit, which had been carried out.

The result indicated that the customer's desire for train service especially for the executive class had increased, although the increase was not yet in such large numbers. It proved that the follow-up processing being carried out by the company from the audit funding really improved and overcame the problem in which the PT. Kereta Api Daop VIII Surabaya was dealt. Those various follow-up of marketing function which performed by PT. Kereta Api Daop VIII Surabaya to increase consumer were : a). product : the improvement of the quality of the train (repairing the condition of railway coach and other supporting facilities of the train including the interiors) which affected to the comfort and safety indirectly, b). price : setting the limit of high and low price as well as cutting down on sales or discount, c). distribution : easy of ticketing (involving of ticketing purchase system and the ticket office), promotion : determining the advertising media, e). services : improving the focus on the train arrival (train delayed).

ABSTRACT

The Follow Up Application Of Audit Finding Marketing Function At PT Kereta Api Daop VIII Surabaya To Increasing Consumer's Desire To The Executive Train User

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The title this research is "The Follow Up Application Of Audit Finding Marketing Function At PT Kereta Api Daop VIII Surabaya To Increasing Consumer's Desire To The Executive Train User". This is a case study approaching research.

The aims of this research are 1). To explore how the follow up application of audit finding marketing function at PT Kereta Api Daop VIII Surabaya is concerned with the increasing of executive train consumer's desire. 2). To know whether the determination of increasing quality, safety, comfort (product), discount (price), ease of ticketing (distribution), advertising media (promotion) and improving service are able to use as the follow up of audit finding marketing function at PT Kereta Api Daop VIII Surabaya. 3). To know how far the has the increasing of consumer's desire (KA. Executive) been achieved by PT Kereta Api Daop VIII Surabaya is related to the follow up application of audit funding marketing function.

Some result of this research are 1). The follow up application of audit finding marketing function bay PT Kereta Api Daop VIII Surabaya are a. Product : to improve the quality of the train (to fix the condition and other facilities of the train including the inferior) which affects indirectly to the comfort and safety improvement. b. Price : to render sales discount or discount. c. Distribution : ease of ticketing system (sale of ticketing system and the ticket office). d. Promotion : determining of advertising media. e. service : to focus the increase of train arrival. 2). Those five of follow up undertaken by the company are a company's concrete step against the problems that happen to PT Kereta Api Daop VIII Surabaya all the time. Therefore, it is to be hoped that the follow up of audit funding would affect both in this present and in the future to the increasing particularly marketing function of PT Kereta Api Daop VIII Surabaya. 3). The follow up process by PT Kereta Api Daop VIII Surabaya is to increase consumer's desire. Before auditing the consumer's desire or the volume of the train passengers particularly executive class were 648.467 passengers. Than, the consumer's desire increase to 705.020 passengers after being audited. It is clearly, that by increasing the implementation of follow up lead to the increase of consumer's desire in using the service of the train particularly the executive class. Although, it is still in properly.

Key word : follow up, marketing function audit, consumer's desire.