

STUDY ON THE EFFICIENCY OPTIMIZATION FOR ABC CUSTOMER SHUTTLE TRANSPORTATION SERVICE

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ABSTRACT

The study reveals that, after implementing the management system for Backhaul: Routing vehicle operation by identifying clear transporting routes, the Customer Shuttle Transportation Service is more effective; the continuation of trip reduces customer waiting time, and the service utilization increases twice. The identification of stop point for return trip quickly responds to the customers' demands. The application of transportation management system helps reduce the route length and fuel used; as a result, the company transportation cost is reduced. Additionally, according to the questionnaire respondent submitted by customers who use free tourist shuttle service during November 2013 – January 2014, the customers are satisfied with the convenience, vehicle condition, courtesy of driver, and safety service. The ones that mostly require improvement are the courtesy of driver and the vehicle condition. This satisfactory service studied by the researcher would help organizations and agencies responsible in this regard apply the information for improvement of customer relationships to be able to fully facilitate the customers.

Keywords—Backhaul Management, Transportation Planning

INTRODUCTION

ABC Company, retail business, is duty free shopping mall, restaurants and hotel. The firm free tourist shuttle service operating route hotel – shopping mall – sky train from 07.00 am -23.00 pm. According to the statistics determined by the volume of customers using the service, it depicts that transfer customers have increased steadily. As a researcher realized the importance of optimizing transport customers. The study in the field as a transfer drop point at the courtesy shuttle service, valet parking, security, route planning system and transportation management system (Backhaul) applied to optimize transport customers. reduce support costs and increase the number of customer. The purpose of the research 1) To study the process of free tourist shuttle service in both the traditional system and new design system 2) To study the tourist shuttle service. And facilities development, such as drop point, a period of service, driver's courtesy and information security for management decisions.

LITERATURE & THEORY

Transportation management

Transportation management there are three key characteristics of reasons.

1. Planning
2. Control
3. Co-Ordination

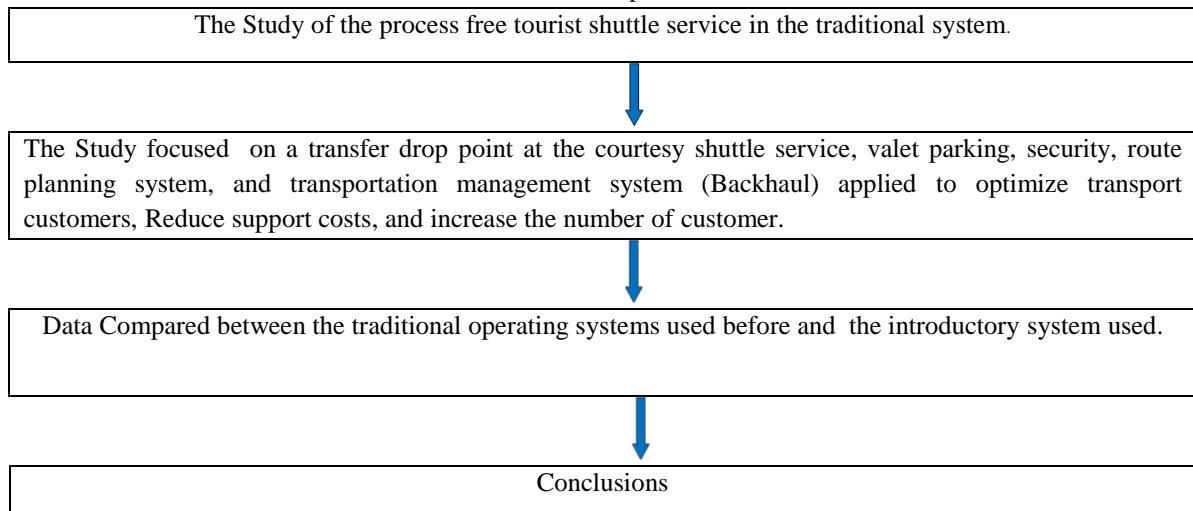
Route planning

Routing techniques

1. According to the law
2. Set up policies
3. According to community
4. Set up to facilitate
5. Set-up for trade

METHODS

Figure 1
Educational process



Research conduct

The researchers collected data from two sources.

1. Primary Data Analysis

It was used to analyze data from in-depth interviews from the department manager, Control Manager, Operation & administration staff, driver and customers.

And learn from observation, informal sector of transportation customers. By making the process of Operation & Administration and Driver. Data collected from the self-study. The resources that are searchable, relevant research articles, technical documents, books, textbooks. Magazines related to logistics. The website And collect data from the company Leo Global Logistics Co., Ltd.

2. Secondary Data Analysis

Data were collected from the self-study. The searchable resources were from relevant research articles, technical documents, books, textbooks. Magazines related to logistics. The data also were gathered from ABC company's website.

Defining the population and sample

The researcher Interviewed employees and customers of ABC company.

Data analysis

Since this study is qualitative research, so the logical analysis is used to be research-based and analysis the data collected interviews, observations, including the application of theories and research related article related.

Research Methodology

The research is based on analysis of the current situation as a way to practice, however. There are some disadvantages to the work and how it can be managed by the application can do. To make the process work. This compares to the possibility of changing practices or procedures. To find solutions to problems and to optimize the performance of the company personnel to meet the needs of customers up clutter.

Analysis of Current

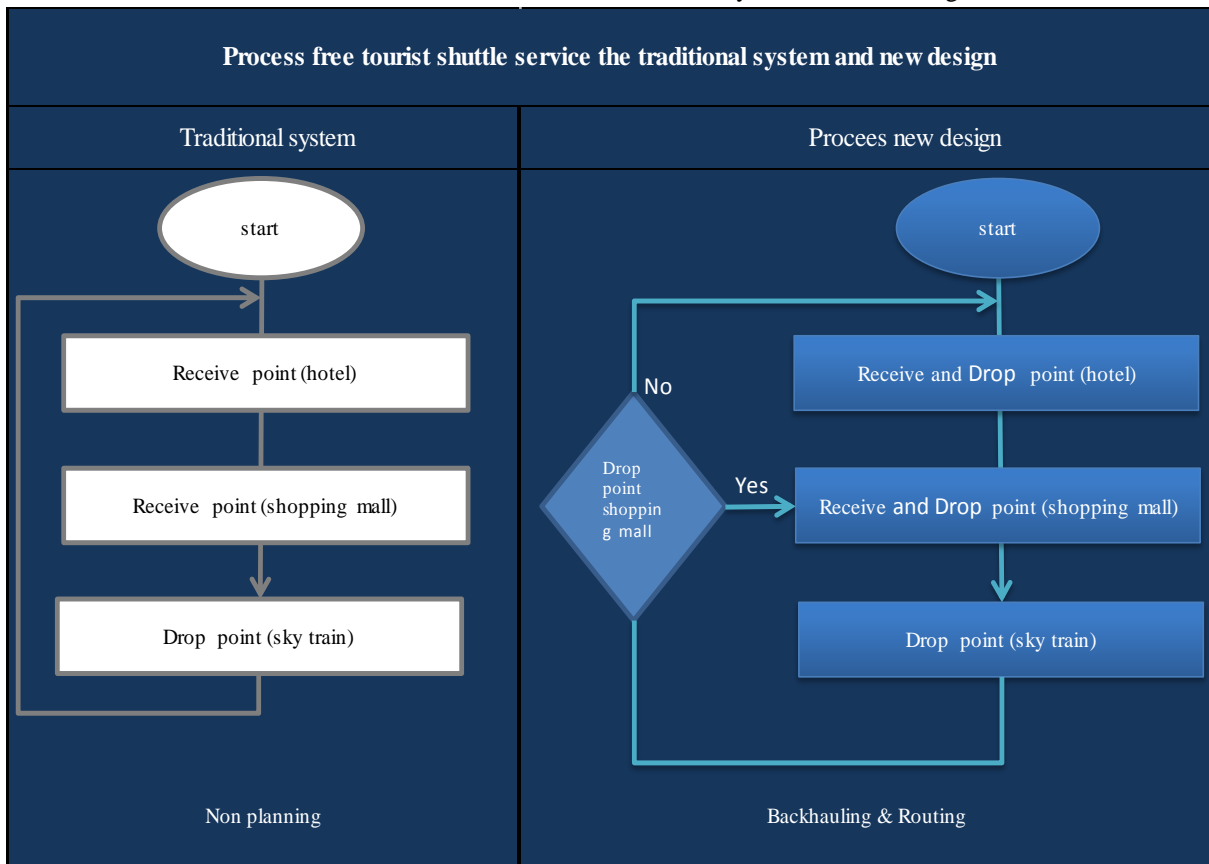
This researcher studies optimization of free tourist shuttle service operating route hotel – shopping mall – sky train from 07.00 am to 23.00 pm. According to the statistics determined by the volume of customers using the service, it depicts that transfer customers have increased steadily. As researcher has working experience in the inbound market department, optimizing transport customers is concentrated. The study focuses on a transfer drop point at the courtesy shuttle service, valet parking, security, route planning system, and transportation management system (Backhaul) applied to optimize transport customers, reduce support costs, and increase the number of customers.

The qualitative data for this research were collected through interviews, observation, monitoring, technical documents related job, journal articles, newspapers, and information on websites.

RESULTS

Figure 2

Process free tourist shuttle service the traditional system and new design.



The process to customers that come to hotel and ABC complex

Total free tourist shuttle service from August to October 2013 = 44 203 cases.

Found in most of the bus is running. The main customer of the transmission is complete, the officer driving the vehicle, ran back to the customer at the hotel immediately and will not wait for customers at a customer location, as unfavorable. As a result, the bus that runs back to the customer. And the route is running without regular route. As a result, customers wait for a long time.

So researchers have been working to improve the process to customers that come to hotel and ABC complex traditional new.

These transport management system Backhaul and Routing application by clearly defined route. The continuity of operations, customers do not have to wait for a long time and are used to increase exponentially. From the point of waiting for customers to return.

Total free tourist shuttle service from November to January 2014 = 86,240 cases.

It can be seen that the use of more customers, up from August - October 2013 to serve customers 44 203 people to 86,240 from November - January 2014, resulting in the use of cost-efficiency and good corporate image building in terms of services.

CONCLUSION

Processes and service of tourist shuttle in both the traditional system and new design system.

After leading transportation management system Backhaul Routing applied by a bus route runs clear. Of Transportation said the customer more efficiently. Continuity of operations, customers do not have to wait for a long time and are used to increase exponentially. From the point of waiting for customers to return. Thus meeting the needs of customers quickly. Applications transportation management system also allows customers to use transport distance. And less fuel The costs of transport of the company's decline.

And education shuttle service. And development of facilities such as drop point of service, the courtesy car driver. Safety information for management decisions. The results of the survey of customers using Free Tourist Shuttle Service November 2013 - January 2014 found that customer service in terms of service, the courtesy car driver. Security and overall customer service as well. The service should be improved the most. Is the courtesy of the staff. And conditions Satisfied customers in areas where the research is conducted. Help organizations and authorities can take to improve the information to develop better relationships with customers. And facilitate customers to use the service fully.

FUTURE RESEARCH

The study on the attitudes and preferences of foreign customers to tourist shuttle services can contribute to the service development, increasing sales, and other aspects within the organization.

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