

ABSTRACT

PT Kereta Api Indonesia is one of the pioneer as land transportation service providers among the development of the tight competition in land transportation service providers right now. It causes the tight competition among the land transportation services providers to get passenger. Rapidity, simplicity, and services become factors that must be considered in fulfilling the passengers' needs.

Based on the company's data, in 2010 there is a decreasing number of passengers from 4.157.600 from last year. Consumers' complaint becomes one of the way in seeking the consumers satisfaction and problems. PT Kereta Api Indonesia often receives complaints, and one of those dominant complaints is the ticket services, especially in high season. Continous development is needed to improve the condition to be more efficient, effective, and adaptive.

Continous improvement can be done by mapping the bussiness process existing that is supported by Human Resources availability, facilities, and technology based on customer internal and external needs, according to analysis of each activity before the streamlining. The improvement of the bussiness process can be done by using the Bussiness Process Improvement method.

Improvement and suggestion based on the analysis of BPI method that result saving efficiency of the using of paper work for ticket in PT Kereta Api Indonesia up to Rp. 13.255.710.000, with 3 Standard Operational Procedure (SOP), there are SOP Selling Ticket Online, SOP Selling Agent Ticket dan SOP Reservation Ticket by call center.

Keywords: *Business Process Improvement, SOP, Procedure, Business Process*