

BUSINESS MODEL E - TICKETING SHUTTLE TRAVEL BASED ON MOBILE APPLICATION USING BUSINESS MODEL CANVAS APPROACH FINAL PROJECT

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Abstrak

Shuttle travel business is popular public transportation in Jakarta and Bandung, there are a lot of shuttle travel companies who provide this service with many variants of departure schedule and destinations. The ticket sales system that implemented by them generally using call center, which means customer order by phone call and pay the bills at shuttle travel station.

The growth of internet penetration user in Indonesia especially Jakarta and Bandung change the behaviour of people to access information from offline to online. This condition drive business owner of shuttle travel to put display the information online through website to keep their customer informed. Nevertheless, there is no shuttle travel business provide service for ordering ticket which contain of many alternative shuttle travel, so customer can choose easily using one platform.

According to the phenomenon, there is chance for new company act as sales agent to integrate all the sales of shuttle travel ticket using one platform in order to simplify the customer to choose and buy ticket. Creating the new value added for this service need many variables to be involved such as customer needs, shuttle travel companies that provide travel service, information technology infrastructure to support the desired service run well, media, and advertising to promote the platform

This business model is designed as a guidance to implement e-ticketing shuttle travel by using one platform . Business model will represent how the business mechanism work on the market and company. Business model canvas is an approach to be used on designing e-ticketing shuttle travel model business on this research. Customer segment, value proposition, channel, customer relationship, key resources, key activities, key partnership, revenue stream, cost structure are nine blocks in business model canvas to map all the things needed to obtain a new design of business model to serve e-ticketing sales.

Kata Kunci : Shuttle Travel, Business Model, E-ticketing

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Abstract

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Keywords : Shuttle Travel, Business Model, E-ticketing

Chapter I

Introduction

I.1 Background

The growth of shuttle travel business for route Jakarta – Bandung is 20% per year (<http://www.pikiran-rakyat.com/node/233418>). This growth is driven by the deployment of toll Cipularang (Cikampek – Purwakarta – Padalarang) by the government, which reduces the duration of travel time between Jakarta – Bandung. The growth rate can be seen from the amount of vehicles which cross Jakarta – Bandung through Cipularang toll, which is 12,86% in period 2012 – 2013 for measurement within 6 months (<http://www.jasamarga.com/id /kinerja-perusahaan/volume-lalu-lintas.html>). This phenomenon impacts the development of shuttle travel business for route Jakarta – Bandung and Bandung – Jakarta.

The presence of many companies serving of shuttle travel business for Jakarta-Bandung route has effect on many offering for departure schedule and the variant of destinations to fulfill the customer needs. All of shuttle travel providers prioritize on time service, both for departure and arrival schedules, for their customers. This value make customer more interesting to use shuttle travel compare to other transportation.

Here is an example of ticket sales system that performed by PT Cipaganti Travel.

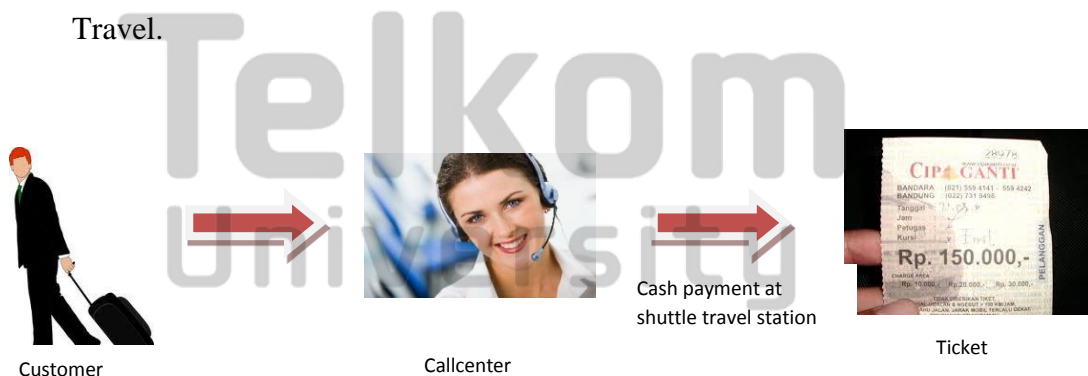


Figure I. 1 Ticket sales model of Cipaganti

From the description above, it can be seen that Cipaganti sells shuttle tickets offline by using call centers. The call center is divided based on each province such as Jakarta and Bandung, so that when customers order, it will input manually by the employee in charge, then the customer pays the ticket before the departure time at the pool which has determined. Ticket sales model like this is also implemented by other shuttle travel agencies such as X-Trans, Day Trans, City Trans and Baraya, to serve their customers.

Cipaganti has 18 pool in Jakarta and 10 in Bandung to serve the passengers. PT Travel Cipaganti has the market share by 45% for the entire market shuttle travel for Jakarta - Bandung route. Therefore, Cipaganti become the market leader shuttle travel at this time. The shuttle travel companies such as X-Trans, Day Trans, and City Trans, and Baraya have the total market share of 45%, and the rest 10% owned by other businesses travel shuttle (Source: Business Development Manager Cipaganti). Customer segmentation in the target by the Travel Cipaganti consists from office employees / civil servants and businessmen, students, travelers, and housewives, who, from demographic category, are middle to upper economy.

On the other hand, the development of internet users in Indonesia is growing very rapidly, shown by the figure I.2, especially for large cities such as Jakarta and Bandung. Therefore businessmen utilized this opportunity to make displays of information and services of shuttle travel via website. However, these services not fully facilitate the passengers because it does not provide online ticket booking services, which have the complete information of all shuttle travel companies, which means simplify the passenger by using only one platform with all information.

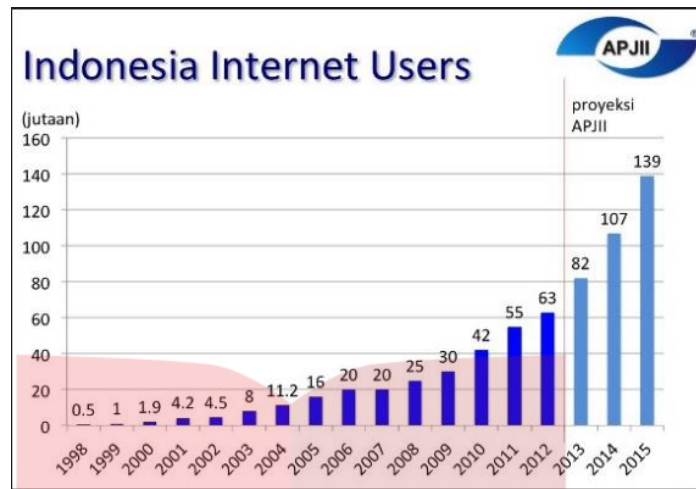


Figure I. 2 The number of Internet users in Indonesia Period 1998-2015

(Source : <http://www.antaranews.com/berita/>, 2014)

This phenomenon provides an opportunity for new company to act as ticket sales agent that provides the service by integrating the online ticketing. In addition, this platform also has to facilitate online payment. To implement this opportunity, it is necessary to build co-operation between the ticket sales agent shuttle travel (researcher) with the Shuttle Travel services providers. The ticket agent will be connected with many shuttle travel companies in order to integrate all sales ticket in a single platform. Setting all those things requires mapping the relationship between the agent and the shuttle companies involved, which includes how to unify the process of the agent system and firms system as well as percentage of the profit sharing for each transaction. Therefore, it is necessary to make the business model of online ticket booking service which integrates all the shuttle travel agents in Jakarta and Bandung.

I.2 Problem Formulation

Based on the background of the problems described above, the formulation of the problem in this study are :

- How is the shape of business model for e-ticketing shuttle travel Jakarta-Bandung using Business Model Canvas approach.

I.3 Research Objectives

- Obtaining business model for e-ticketing shuttle travel Jakarta-Bandung using Business Model Canvas approach.

I.4 Research Benefits

For shuttle travel company :

- The companies can offer additional value for the customers
- The companies can add other sales channel

For Customer:

- Easier to buy shuttle travel ticket via smartphone
- Acquire information about departure schedule and available seats from all shuttle travel company.
- Get notified about the nearest location of shuttle travel based on customer's position

I.5 Research Boundary

The research as independent business which own by personal without any share to the partner of the business

I.6 Systematics Writing

This study described the systematic writing as follows:

Chapter I Introduction

This chapter contains a description of the background research, the formulation of the problem, the purpose of the study, and the benefits of research and systematic writing.

Chapter II Review of Literature

This chapter describes related research literature that focuses on the business canvas model approaches relevant to the issue being researched. This includes literature review that used for business model canvas and its approach

to a theory that can support to perform problem solving and provide a proposal improvement in accordance with the existing problems.

Chapter III Research Methodology

In this chapter the research steps described in detail include: stages of preliminary, data collection and process, analysis, and business model recommendation, conclusion and suggestion.

Chapter IV Data Collection

This chapter contains the data collection. The collection of data can be obtained through interviews, direct observation and using secondary data, that will be processed in accordance with the methodology described in chapter III.

Chapter V Analysis

This chapter describes the analysis conducted on the data that has been obtained and the proposed business model is given in detail.

Chapter VI Conclusion

This chapter contains the conclusions based on the research objectives tailored to the results obtained in data collection and analysis.



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Chapter VI

Closing

VI. 1 Conclusion

Based on the research that has been done, it can be concluded as follows:

- Customer segments for mobile application of shuttle travel are students, employees, and businessman. Those three segments defined based on data of interview and questionnaire that already proceed, the result show that the segments fullfill all the criteria which needed by the mobile application to earn profit.
- Value proposition for mobile application of shuttle travel are simplicity to buy shuttle travel ticket, search for near travel using GPS, and information about departure time and available seats. The determination of value propositions are based on the customer needs that already collected.
- Channel for reaching the customer defined as two parts, such as direct channel and non direct channel. Direct channel consist of App Store for iOS and Google Play for android. From those two application store, the customer can be reached directly. Non direct channel consist of online media and startup exhibition.
- Customer relationship builded by three ways, they are membership program, feedback using application store, and feedback using social media. The first one is engagement strategy to keep customer using the mobile application by giving points reward for each transaction. The second and the third are communcation channel between company and the customer, therefore customer will feel close with the mobile application of shuttle travel because they can give feedback and get fast respond
- Revenue stream model to earn money from this technology business are profit sharing with shuttle travel company, administrative cost for registering membership, and advertisement.
- Key activities to run the business are platform development which measn technical things to create the application so it can run well in the market and marketing for the pure business side in order to promote the application.
- Key resources to develop the mobile application consist of human and non human resources. Human resources such as programmer and UX/UI Designer and non human such as Mobile platform for shuttle travel ticket and information technology infrastructure.

- Key partnership needed to run the application as business are shuttle travel company, technology infrastructure provider, media, and advertising company.
- Cost structure obtain by channel, key activities, key resources, and key partnership are upload the application into application store, advertising at online media, promotion using booth at start-up exhibition, platform development, marketing, mobile platform, technology infrastructure, programmer and UX/UI designer.

VI.2 Suggestion

Suggestion that can be given for further research are:

- Mobile application of shuttle travel ticket need consider the possibility to take part in other mobile application operating system and personal computer.
- Expand the research is not only for shuttle travel but also other transportation.
- Expand the target market not only in this research but bigger to achieve more customers
- Add the scope of cities to be researched.

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