

CREATING HEAVY EQUIPMENT PRODUCT SUPPORT PROGRAM TO
INCREASE SERVICE REVENUE IN CUSTOMER AGRICULTURE

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22252019

MASTER'S DEGREE

In

MECHANICAL ENGINEERING – ENGINEERING MANAGEMENT
FACULTY OF ENGINEERING AND INFORMATION TECHNOLOGY



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February 2024

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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As one of the heavy equipment distributor companies, currently heavy equipment sales have entered various sectors including Mining, Construction, Agriculture and Forestry. In addition to focusing on increasing sales of heavy equipment units, distributors also focus on increasing support and sales after sales of heavy equipment. This research focuses on one of the company's customers, XYZ, which operates in the oil palm plantation sector or agriculture. The research focus on how to improve service revenue by creating service program in customer XYZ. The initial step of this research is to identifies the customer's needs, problems, and expectations regarding the maintenance of their heavy equipment units and uses customer requirement method and value proposition canvas to design and test a suitable service program. The distributor and customer agreed to implement a program called Paket Service Reguler (PSR), which consists of periodic service, inspection, and oil analysis, and provides online reporting and monitoring system. The next process is to evaluates the impact of the PSR program on the customer's satisfaction and the company's service revenue. After implementation of PSR program, it can be concluded that the PSR program is an effective solution to address the customer's pain and gain, and to increase the service revenue by 240% of

the target. There are several recommendations for improving the PSR program and its applicability to other customers.

Keywords: Customer Requirements, Value Proposition Canvas, Program Service Regular

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DEDICATION

I dedicate this work to My Beloved wife Santi Wulansari, My children Muhammad Danish Durrani Mashudi, Dzakiyya Nur Raihanna, Muhammad Daiyan Dailami and PT. United Tractors Tbk.

ACKNOWLEDGEMENTS

I would like to thank Dr. Ir. Gembong Baskoro M.Sc. and Dena Hendriana B.Sc., M.Sc., Ph.D. as lecturers and as thesis advisors and all Lecturers who guided me while studying in Swiss German University. Thank you also to all members of the working team at CSSD who have support the research smoothly. Mr. Edhie Sarwono and Mr. Rudy Poerwanto, thank you for the invitation and opportunity to continue master's degree in SGU.

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