

INTISARI

Perusahaan menyadari bahwa pelayanan jasa yang baik di suatu dealer berkaitan erat dengan aspek fisik *layout* dan aspek *flow process people* beserta seluruh elemen di dalam “*showroom area*” maupun “*service area/ AHASS area*”. Penataan design *layout* memiliki peranan penting, karena *front line people* sebagai pemberi layanan terdepan dan pelanggan sebagai penerima layanan akan menggunakan fasilitas dan merasakan dampaknya secara langsung terhadap design *layout* yang ada. *Layout* pada bisnis retail adalah salah satu dari keputusan utama yang menentukan efesiensi jangka panjang suatu operasi. *Layout* memiliki implikasi strategis karena ia menciptakan prioritas kompetitif sehubungan dengan kapasitas, proses layanan pada *front line people*, fleksibilitas, kualitas kerja, kontak terhadap pelanggan, dan citra perusahaan. Suatu *layout* yang efektif dapat membantu organisasi mencapai strategi yang menunjang diferensiasi, biaya rendah dan pelayanan konsumen yang optimal dengan pengurangan terhadap *non value added activity* khususnya bagi front people di jaringan dealer sepeda motor Honda. Tujuan dari penelitian ini adalah yang pertama melakukan identifikasi eksisting untuk mengetahui dan mengukur waktu dengan *current value stream mapping* pada aktivitas *non value added activity* dan *necessary but non value added* pada alur proses layanan *front line people* di dealer resmi sepeda motor Honda. Serta yang kedua adalah melakukan perbaikan dan perhitungan waktu yang dapat direduksi pada *future value stream mapping* pada aktivitas *non value added activity* dan *necessary but non value added* setelah dilakukan *improvement*.

Kata Kunci : *front line people, non value added activity, retail layout.*

ABSTRACT

The Company recognizes that good service at a dealer is closely related to the physical aspects of the layout and aspects of the flow process people and all elements in the "showroom area" or "service area / AHASS area". Design layout arrangement has an important role, because front line people as the leading service providers and customers as the recipient of the service will use the facilities and feel the impact directly on the existing layout design. Layout in the retail business is one of the major decisions that determines the long-term efficiency of an operation. Layout has strategic implications because it creates a competitive priority with respect to capacity, service processes on the front line people, flexibility, quality of work, customer contact, and corporate image. An effective layout can help organizations achieve strategies that support differentiation, low cost and optimal customer service with the reduction of non-value added activity especially for front people in Honda motorcycle dealer network. The purpose of this research is to first identify existing to know and measure time with current value stream mapping on activity of non value added activity and necessary but non value added on service line process of front line people at authorized dealer of Honda motorcycle. And the second is to make improvements and time calculations that can be reduced to the future value stream mapping on activity of non value added activity and necessary but non value added after improvement.

Keyword : front line people, non value added activity, retail layout.