



## INTISARI

Penelitian ini mengenai faktor-faktor yang mempengaruhi produksi menit, yaitu *Answered Success Call Ratio (ASR)* dan *Occupancy* Sirkuit serta strategi peningkatan produksi menit jasa selular musim haji PT Indosat, Tbk. Penelitian bertujuan untuk mengukur seberapa besar pengaruh *Answered Success Call Ratio (ASR)* dan *Occupancy* Sirkuit terhadap produksi menit serta memperoleh strategi yang dapat diterapkan untuk meningkatkan produksi menit jasa selular musim haji PT Indosat, Tbk.

Analisis yang digunakan untuk mengukur pengaruh ASR dan *Occupancy* Sirkuit terhadap produksi menit adalah analisis regresi linier berganda dengan model *time series*. Sedangkan analisis untuk merumuskan strategi peningkatan produksi menit menggunakan analisis rantai nilai, analisis SWOT, matriks Internal-Eksternal (IE), matriks TOWS, dan matriks *Grand Strategy*.

Berdasarkan hasil analisis dengan menggunakan analisis regresi linier berganda, diperoleh hasil bahwa *occupancy* sirkuit berpengaruh besar terhadap produksi menit, sedangkan ASR tidak berpengaruh secara signifikan terhadap produksi menit. Hasil analisis rantai nilai, analisis SWOT, matriks Internal-Eksternal (IE), matriks TOWS, dan matriks *Grand Strategy* untuk strategi peningkatan produksi menit adalah *market penetration*, *market development*, *product development*, dan *forward integration*.

### Kata Kunci:

*Answered Success Call Ratio (ASR)*, *Occupancy* Sirkuit, Produksi Menit, Strategi Peningkatan Produksi Menit, Analisis Rantai Nilai, Analisis SWOT, Matriks Internal-Eksternal (IE), Matriks TOWS, Matriks *Grand Strategy*.



## ABSTRACT

This research is about factors that affect minute production, *Answered Success Call Ratio (ASR)* and *Circuit Occupancy* and strategy of PT Indosat, Tbk to increase minute production of sellular service in Hajj season. The purpose of this research is to measure how much affect of ASR and Circuit Occupancy to minute production and obtain strategy that can be implemented to increase PT Indosat, Tbk' minute production of sellular service in Hajj Season.

Analysis used to measure ASR and Circuit Occupancy affect to minute production is multiple liniar regression analysis with time series model. While some analysis used to formulate minute production increasement strategy are value chain analysis, SWOT analysis, Internal-External Matrix, TOWS matrix, dan Grand Strategy matrix.

Based on the analysis result using multiple liniar regression analysis, can be concluded that the circuit occupancy has great affect to minute production, while ASR does not have great affect significantly to minute production. The results of value chain analysis, SWOT analysis, Internal-External Matrix, TOWS matrix, Grand Strategy matrix for strategy to increase minute production are market penetration, market development, product development, and forward integration.

### Key words:

Answered Success Call Ratio (ASR), Circuit Occupancy, Minute Production, Minute Production Increasement Strategy, Value Chain Analysis, SWOT Analysis, Internal-External Matrix (IE), TOWS Matrix, Grand Strategy Matrix.