

CHAPTER 5

CONCLUSION, LIMITATION, AND SUGGESTION

5.1 CONCLUSION

The result of this research shows that PT. X has weaknesses in SSO system:

- a. Unclear and unsigned queuing line that can cause an unstructured waiting line. Besides, it prevent system and manager to easily evaluate and make decision.
- b. A complex yet untidy SOP that requires lots of time for each transaction.
- c. A non-transparent and non-interactive system that prolong negotiation time.
- d. A flexible job description to allow SSO officer multitask without focusing on one main task, thus let the unnecessary background process included and delayed the next transaction.
- e. Limited space and budget to prevent additional SSO station to handle leaping customer flow.

5.2 LIMITATION

Researcher understands that there are limitations in designing the system as back-up plan and is prohibited to simulate or to implement based on contract and regulation from management team. There is a data usage limitation that prevent researcher to show complete data about company.

Researcher is also doing an internship where there are any other job descriptions to do which distract the focus on deeply analyzing the supportive data about problems.

5.3 SUGGESTION

Based on analysis result, researcher suggest some options to help PT. X facing the customer leap and run the business well:

- a. PT. X shall evaluate the system regularly and improve along with the time.
- b. PT. X can consider using a queuing line to declare a fairness between customers as first come first serve. It also helps the data recording and help managers to evaluate the condition and make a strategic move (activate the back-up plan).
- c. PT. X can consider to make a tidy and well allocated job description for each cigarette counter's stand keeper.
- d. PT. X can consider using an integrated system as a back-up plan in facing situational moments.
- e. If PT. X implement the system, there will need a training towards employees especially in cigarettes department.
- f. PT. X can consider the use of a spare i-kiosk screen or computer as additional SSO station that uses an integrated self-ordering system.

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