

**CONCEPTUAL FRAMEWORK OF IMPROVEMENT PROJECT ON SERVICE  
INDUSTRY**

**A THESIS**

**Submitted in Partial Fulfillment of the Requirement for the Degree of  
Bachelor of Engineering in Industrial Engineering**



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**INTERNATIONAL INDUSTRIAL ENGINEERING PROGRAM  
DEPARTMENT OF INDUSTRIAL ENGINEERING  
FACULTY OF INDUSTRIAL TECHNOLOGY  
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**2017**

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**IDENTIFICATION PAGE**  
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Submitted by  
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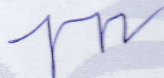
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## DECLARATION OF ORIGINALITY OF RESEARCH

I certify that the research entitled "Improvement Project Selection on Service Industry Using AHP Method" in this thesis has not already been submitted for any other degree.

I certify that to the best of my knowledge and belief, this thesis which I wrote does not contain the works of parts of other people, except those cited in the quotations and bibliography, as a scientific paper should.

In addition, I certify that I understand and abide the rule stated by the Ministry of Education and Culture of The Republic of Indonesia, subject to the provisions of Peraturan Menteri Pendidikan Nasional Republik Indonesia Nomor 17 Tahun 2010 tentang Pencegahan dan Penanggulangan Plagiat di Perguruan Tinggi.

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Completion of this research is covered by aid and motivation along with participation from all parties, with all humility, I expressed my gratitude and appreciation to:

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5. All Parties who helped me during the research.

I realize the preparation of this thesis is still far from perfection. Therefore, I hope criticisms and suggestions from readers to make the report better. I hope this report will be useful for me as the author and all parties involved.

Yogyakarta, January, 2017

Author

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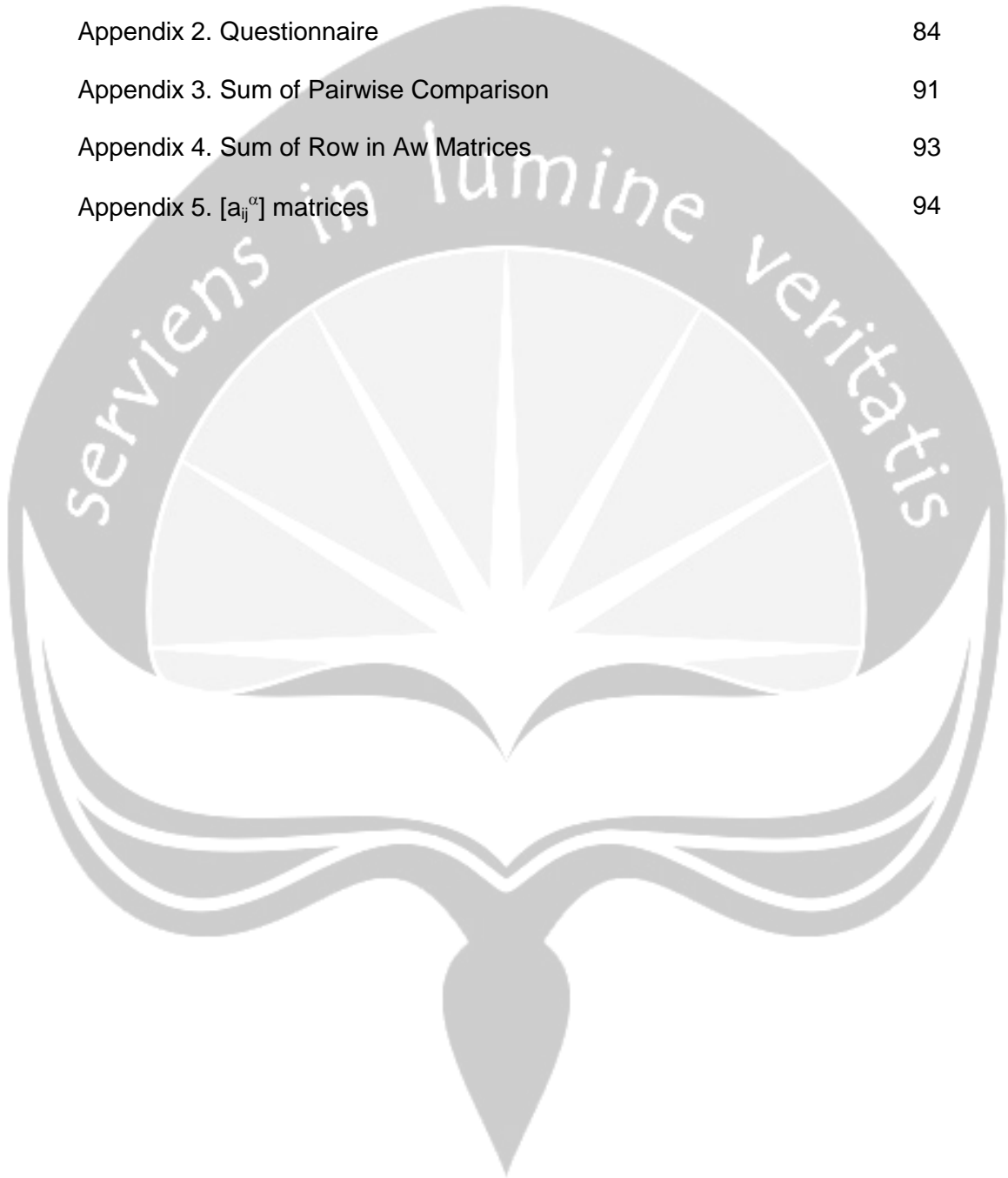
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## ABSTRACT

The keen competitiveness in the business make it is a need for a firm to always develop and innovate to increase the customer satisfaction which a key factor in the sustainability of the organization. Those kinds of development and innovation often refer to the improvement in the organizations. Based on the characteristic of the project, the improvement can be defined as a project. In this term, the improvement with the customer satisfaction as the basis in the service industry can be considered as the improvement project which has to be implemented on the organization to give the impact on customer satisfaction.

The purpose of this research is to develop the conceptual framework for the improvement project on service industry corresponded to the customer satisfaction which is a key factor on the sustainability of the organization. The improvement project is directed to the project management to reduce the risk of the failure in the implementation. The phases of the project management based on the proposed in conceptual framework developed in this research are project selection, project initiation and project planning.

**Keywords:** Service Industry, Customer Satisfaction, Improvement Project, Conceptual Framework, Project Management, Project Planning, Project Selection, SME, Project Initiation.