

**VALIDATION OF DEVELOPMENT FOR FIELD SERVICE
MANAGEMENT APPLICATION**



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New Venture Project

Prisilia Ines

00000101240

**STUDY PROGRAM MASTER IN MANAGEMENT
TECHNOLOGY**

BUSINESS FACULTY

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2024

**VALIDATION OF DEVELOPMENT FOR FIELD SERVICE
MANAGEMENT APPLICATION**



New Venture Project

**New Venture Project (NVP) Final Assignment Report
Submitted in fulfillment of the requirements
for the degree of Master of Management (MM)
in the Study Program of Master of Technology Management, UMN**

Prisilia Ines

00000101240

**STUDY PROGRAM MASTER IN MANAGEMENT
TECHNOLOGY**

BUSINESS FACULTY

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2024

NO PLAGIARISM STATEMENT PAGE

I hereby,

Name : Prisilia Ines
Student Number : 00000101240
Study Program : Master of Management Technology

New Venture Project with the title:

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APPROVAL PAGE

New Venture Project with the title
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APPLICATION

By

Name : Prisilia Ines
Student Number : 00000101240
Study Program : Master in Technology Management
Faculty : Business

Has been approved for submission to
Thesis Defense New Venture Project Universitas Multimedia Nusantara

Tangerang, 13 May 2024

Advisor

Dr. Djohan Gunawan Hasan, S.Kom., M.M
NIDN: 0328086902

Advisor

Dr. David Tyahjana, S.Kom., M.M.S.I
NIDN: 0314047207

Head of Study Program
Master in Technology Management

Dr. Pro Utomo, S.T, MPC

NIDN: 0321057504

ENDORSEMENT PAGE

New Venture Project with the title
**VALIDATION OF DEVELOPMENT FOR FIELD SERVICE MANAGEMENT
APPLICATION**


By
Name : Prisilia Ines
NIM : 00000101240
Study Program : Master in Management Technology
Faculty : Business

Tested on Monday, 3 June 2024
15.00 to 17.00 and stated
GRADUATED
with the order of examiners as follows.

Principal Advisor


Dr. Djohan Gunawan Hasan, S.Kom., M.M
NIDN: 0323086902

Co-Advisor


Dr. David Tuhana, S.Kom., M.M.S.I
NIDN: 0311047207

Head of the Thesis Defense


Dr. So Yonnes Jimmy, S.T., M.M
NIDN: 0317067305

Head of Study Program


Dr. Prio Utomo, S.T, MPC
NIDN: 0321057504

**PUBLICATION APPROVAL PAGE FOR
STUDENT SCIENTIFIC WORK**

Hereby, I am the undersigned below:

Name : Prisilia Ines
Student ID Number : 00000101240
Study Program : Master in Management Technology
Level : S2
Title of Scientific Work :

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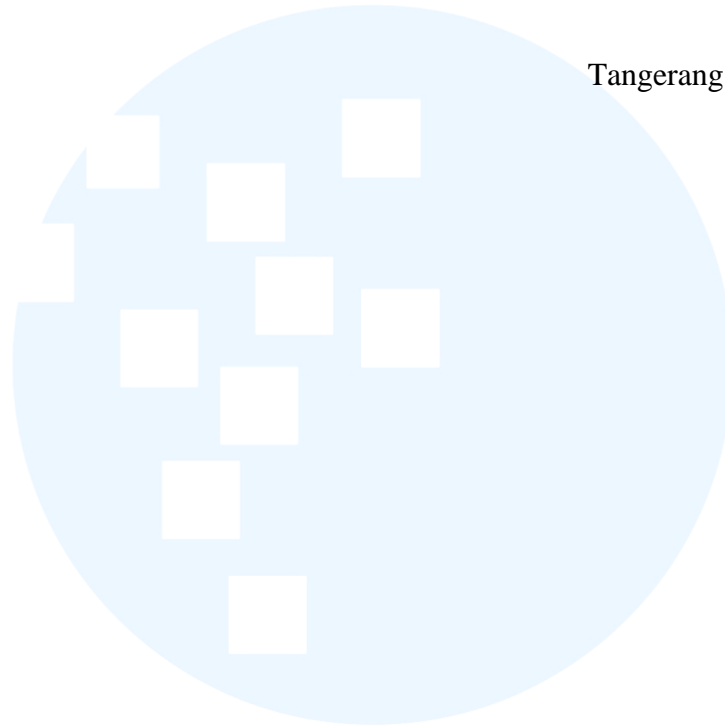
FOREWORD

I would like to express my gratitude for the completion of this thesis project report titled "Validation Of Development For Field Service Management Application", undertaken to fulfill one of the requirements for achieving a Master's degree in the Department of Master of Technology Management at the Faculty of Business, Multimedia Nusantara University. I am aware that, without the assistance and guidance from various parties, from my academic years to the preparation of this final assignment, it would have been very difficult for me to complete this final task. Therefore, I would like to thank :

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Hopefully this scientific work contributes as a source of information and inspiration for others.

Tangerang, 13 May 2024



Handwritten signature of Prisia Ines in black ink.

Prisia Ines

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VALIDASI PENGEMBANGAN APLIKASI MANAJEMEN LAYANAN LAPANGAN

Prisilia Ines

ABSTRAK

Motor Generator Spesialis Indonesia (MGSI) adalah perusahaan konsultan teknik dan layanan lapangan untuk motor dan generator diberbagai industri besar Indonesia. Berkomitmen untuk meningkatkan kepuasan pelanggan dengan memberikan layanan yang professional dan harga yang bersaing. MGSI melakukan pengembangan untuk timnya, memanfaatkan teknologi terbaru dan standar industri. Untuk menghadapi persaingan ketat dan permintaan pasar yang tinggi untuk pemeliharaan dan perbaikan, diperlukan untuk menciptakan model bisnis baru untuk perusahaan yang akan sejalan dengan kebutuhan sehingga dapat menambah nilai bagi perusahaan dan dapat bersaing dan berdampak positif pada perusahaan dan mitra. Dari analisis PEST, 5 kekuatan Porter, SWOT dan matriks TOWS, MGSI memiliki beberapa opsi untuk pengembangan. Mengingat pertumbuhan pasar pemeliharaan industri, penambahan layanan konsultasi pemeliharaan motor generator merupakan sebuah opsi yang menarik. Suatu layanan yang dapat membantu menyederhanakan proses yang menghambat pekerjaan dan memaksimalkan sumber daya yang ada sehingga mereka dapat berpotensi mencapai pasar yang lebih luas. Kemajuan teknologi juga mendukung model bisnis baru, dengan penambahan layanan melalui platform online untuk konsultasi pemeliharaan. Untuk memastikan minat pelanggan dalam menggunakan aplikasi field service management yang dikembangkan untuk perusahaan pemeliharaan motor generator, penelitian ini mengevaluasi dengan melakukan wawancara dengan sepuluh pelanggan dan lima pemilik bisnis. Tes berlanjut dengan produk layak minimum (MVP) yang dinilai selama enam bulan, mencatat hasil wawancara berdasarkan pengaruh aplikasi apakah itu dapat meningkatkan kinerja Tim teknisi dan dapat memberikan keuntungan kepada pemilik bisnis berdasarkan minat responden. Hasil tes menunjukkan minat pelanggan yang signifikan. Namun, MVP memerlukan pengembangan lebih lanjut, disesuaikan dengan saran dan masukan dari responden.

Kata kunci: Layanan lapangan, Manajemen, Aplikasi, Model Bisnis Baru

VALIDATION OF DEVELOPMENT FOR FIELD SERVICE MANAGEMENT APPLICATION

Prisilia Ines

ABSTRACT

Motor Generator *Spesialis* Indonesia (MGSI) is a technical consultant in field service company for motors and generators across various large industries in Indonesia. Committed to enhancing customer satisfaction by providing professional services at competitive prices, MGSI continuously develops its team by leveraging the latest technologies and industry standards. To face intense competition and high market demand for maintenance and repair, a new business model that aligns with market needs is essential to add value to the company, enabling it to compete effectively and positively impact the company and its partners. From the analysis of PEST, Porter's Five Forces, SWOT, and TOWS matrix, MGSI has several options for development. Considering the growth of the industrial maintenance market, adding motor generator maintenance consulting services is an attractive option. This service can help simplify processes that hinder work and maximize existing resources, potentially reaching a broader market. Technological advancements also support the new business model, with the addition of online consultation services for maintenance. To ensure customer interest in using the field service management application developed for motor generator maintenance companies, this research evaluates interviews with ten customers and five business owners. The testing continued with a minimum viable product (MVP) evaluated over six months, recording interview results based on the application's impact on improving the performance of the technical team and providing benefits to business owners based on respondent interest. The test results show significant customer interest. However, the MVP requires further development, tailored to the suggestions and feedback from respondents.

Keywords: Field Service, Management, Application, New Business model

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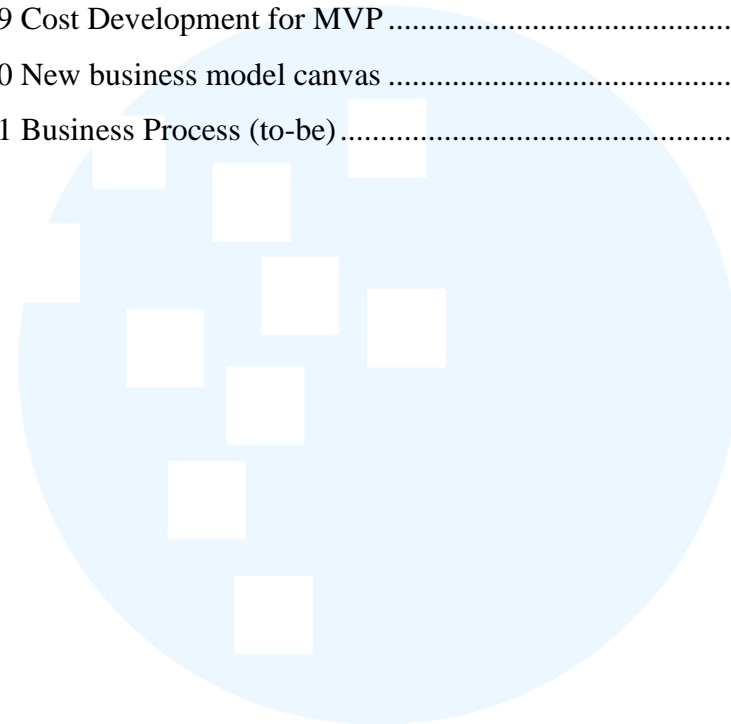
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