

Optimizing Sales Using Mobile Sales Ticketing Application

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Abstract

Levels of consumer satisfaction be measured very important at this time. Variety of efforts, activities, and even science continue to be developed which are then used as a benchmark to improve customer satisfaction levels. Quality of service and the queue becomes very important to note the company to give satisfaction to the consumers especially in the business of cinema. Based on the same thing, which is by considering give satisfaction to the consumer, especially for consumers who have a hobby or a habit to watch at the cinema. Through the process of division of the questionnaire, the authors attempt to obtain and to know constraints and obstacles that occur in practice in the consumer getting a movie ticket. Through these activities, showed where the most common barrier is the number of queues that occur at the ticket counter, especially when watching in the days before the holiday or holidays. Consumers need to spend some time around 10 -15 minutes to get the opportunity to

purchase tickets. That is why the author tries to provide alternatives that are expected to be one alternative to overcome the problems experienced, particularly to overcome the inconvenience of the queue which provides consumers. Over its growing information technology, many companies looked at the use of technology in providing satisfaction to consumers. This opportunity was be utilized by the authors in developing a system-based mobile ticket sales. Based on the survey, in Indonesia there are about 230 million mobile. Therefore, market and business opportunities in the mobile application area are very positive today. The author developed mobile cinema ticket sales system on Androids as the basis operating system. The analysis and design of the mobile sales ticketing application is using object oriented analysis and design methodology.

Optimizing sales, Mobile sales Ticketing application, Object oriented analysis and design

1. Preface

In this paper, authors tried to introduce a system of ticket sales, ticketing sales system that uses on mobile device with Android operating system. This ticketing system is "Mobile Sales Ticketing". The basic function of this system is the process of selling ticket from cinema's outlet. For the example is Cinema XXI, many outlet XXI in Indonesia. By using mobile sales ticketing system, Sales ticket can be integrated into a mobile application. All users of all cities in Indonesia can buy tickets XXI throughout Indonesia only with their android device or android phone. Mobile Sales Ticket is designed

to be solution for user who don't want to spend their long time to get a tickets. System Mobile Sales Ticket allows customers to still be able make ticket purchases anytime and anywhere. So with the system customer no need to worry about long lines of queue, which may cause discomfort for customer. Authors will show the references used in the paper and then begin the discussion with the current business process and problem identification following by the proposed problem solving

2. Reader Review

According to Kim Dushinki (2009), Mobile Marketing is a method of marketing, where at the business process utilize mobile devices. The Mobile device integrated with business process and can be connected with customer at the right time, right place, and it requires the explicit permission of the customer. And According to Michael Becker in his book "Mobile Marketing for Dummies" (2010), user of the mobile marketing system are every people where that acts as a user of the mobile devices. The scope of mobile device according to Kim Dushinki are : (1) Smartphone like I-Phone, Personal Digital Assisten, Tablet PC, Sonny PSP, etc.

According to Priyatna (2010), Android is not a programming language, but is a program that can provides run time environment. Function of the environment is to running and compiling the programming coding from java.

Technology and Internet increasing the number of Business unit, as Bovee & V.Thill said(2001). As Chaffey & Smith(2008) said, technology can transform the old value chain of main business process to new dynamic value network. According to James A. O'Brien and George M. Marakas (O'Brien & Marakas, 2012), the basic components of Information

System are people, hardware, software, data and network. According to Satzinger, Jackson dan Burd (Satzinger, Jackson, & Burd, System Analysis Design in a Changing World, 2010), information system is collection of interrelated components that collect, process, store and provide as output the information needed to complete business task. According to Leon G.Schiffman and Leslie Lazar Kanuk (G. Schiffman & Lazar Kanuk, 2010), the consumer behaviour show the habit to search, buy, use, evaluate and choose the product or service in order to statisfy their needs.

3.Discussions

To avoid queues at the ticket counters, Cinema Management Company implement some methods in selling tickets, these method include:

- Purchase tickets manual at the counter.
This method requires the customer to visit the ticket sales counter. The advantage from this method is, customer can obtain a ticket in accordance with the requirements. This method will help customer who does not understand technology. Besides that, the weakness from this method is, customer must spend their time to participate in the queue. The queue can make customer feel uncomfortable.
- Purchase ticket from company site
Some theaters have been implemented method of selling tickets through their site. The company has been provide solution to their customer. Customer can avoid the queues that occur at the counter. The advantage from this method is, customer can obtain their tickets without spend their time in the queue. While the weakness from this method is, many customer buy

ticket without plan, but sometime customer suddenly buying ticket. If the condition happen, customer must spend their time to found computer or others device who can help them to access company site.

- Purchase ticket with membership system
The membership system is a new trend of method to sell ticket. This in new innovation from company to

customer. This method can help company to solve the issue of queue. The advantage from this method is, customer no need to worry about queue, because customer can get their ticket at special counter. While the weakness from this method is, customer must pay amount of money first. The customer already pay before the costumer enjoyed the facilities.

3.1 Problem Analysis

The following is an analysis of current systems and the factors causing the queue

3.1.1 Rich Picture

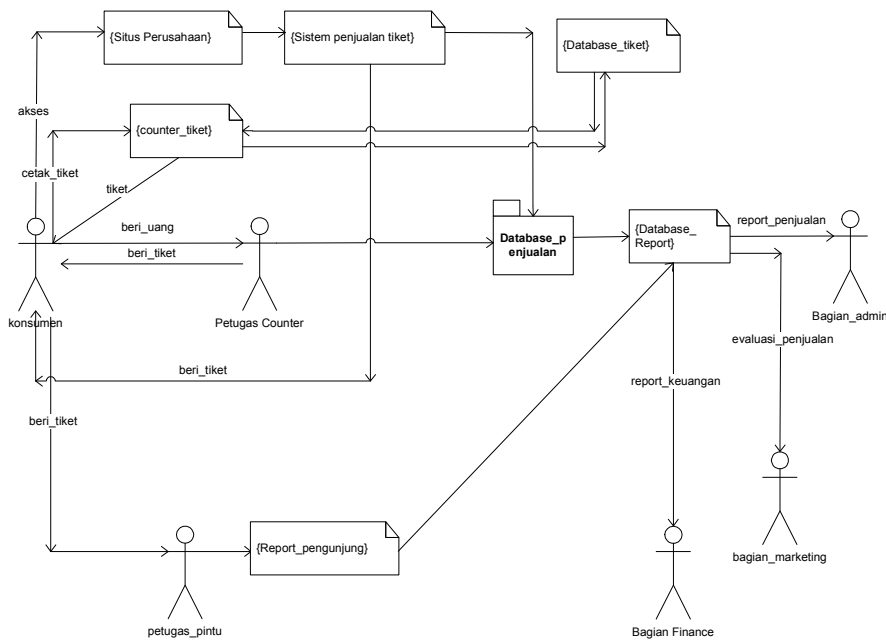
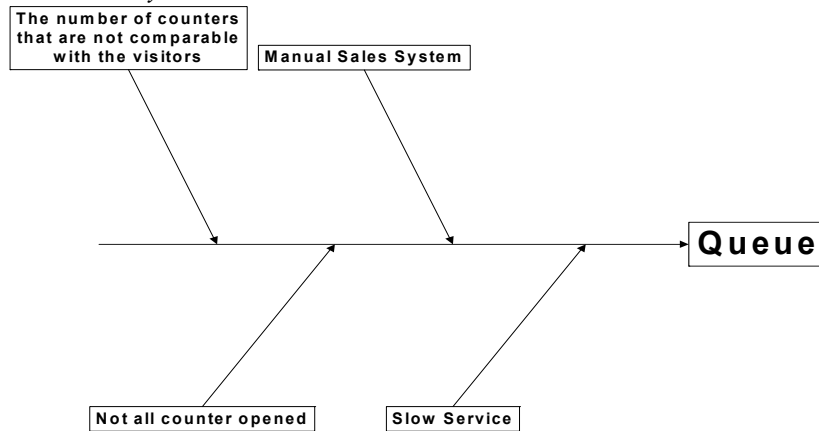


Fig.1. Rich Picture of current system

3.1.2 Problem Analysis



The fig 1 shown the root cause of queue problem.

3.2 Customer Needs

The analysis of customer needs show as:

Question	Answer		
	How many times have you watched in theaters in 1 month?	4-6 times 41%	1-3 times 47%
How does you to get ticket?	Counter 76%	Online 21%	Don't Know 3%
What happened with the method you get ticket?	Queue 83%	Bad Service 13%	Bad Facilities 4%
Usually you go to the theater, are it's a planned or impromptu?	Impromptu 58%	Planned 35%	Don't Know 7%
If there is a mobile application that can help you make a reservation ticket. Are you interested to use it?	Yes 73%	No 24%	Don't Know 3%

3.3 Design the interface

3.3.1 Intro

This interface will always be shown before entering the main page of the mobile sales ticketing

Application. This interface will appear for 5 seconds, after that the system will automatically open the

Main page of the application.

3.3.2 Main Page

The following is the interface of main page. There is three main function of this application, that

is: booking ticket, see the status of ticket, and see the promo from company.

3.3.3 Booking Ticket and confirmation Ticket

The screenshot shows the 'Ticket Order' form in the Mobile Ticketing app. The form includes the following fields and options:

- Location:** A dropdown menu with 'Puri Indah' selected.
- Movie:** A dropdown menu with 'Movie 1' selected.
- Time:** A dropdown menu with 'Please Select Time' selected.
- Date:** An empty text input field with a date picker icon.
- Number of Ticket:** An empty text input field.
- Name:** An empty text input field.

The screenshot shows the 'Mobile Ticketing' confirmation screen. The screen displays the following information:

- Erwin**
- Phone**
087884402414
- Email**
erwin_pruvictory@yahoo
- Booking**
Puri Indah(Studio 1)
Movie 1
30000
60000
- Submit** and **Cancel** buttons.

3.4 Designing the information flow

3.4.1 Description of Reservation Form:

Name	Reservation	
Actor	User	
Description	In this part describe a process how a user can get information about movie, location, and the price of ticket.	
Normal Flow	<p>Actor Action</p> <p>Step 2 : User can choose menu “reservation ticket”</p>	<p>System Response</p> <p>Step 1: Client System request some input</p> <p>Step3 : The system will display the ticket reservation page</p>
	<p>Step 4: User can choose the location of theatre.</p> <p>Step 6: Then, user can choose the movie.</p> <p>Step 8: User can choose what time they want. After that, user can choose date of they want, and then submit some information to complete the transaction.</p>	<p>Step 5: The system will check the database, at the site, what movie would in play there.</p> <p>Step 7: The system will check the database, system will display to user the schedule movie ShowTime.</p> <p>Step 9: The system will make the total price to be users paid. User will get the ticket code to user can make confirmation.</p>
Post-Condition	Ticket reservation form	

3.4.2. Description of Payment Confirmation Form

Name	Pay Confirmation	
Actor	User	
Description	By this function, user who buy a ticket can active their ticket to be used.	
Normal Flow	Actor Action	Respond System
	<p>Step 1: Users can confirm the payment of the ticket has been purchased by going to the status page.</p> <p>Step 3: User must select one. Confirmation to users who want to activate the ticket. Status is for the user who has confirmed payment.</p>	<p>Step 2 : At this interface has two parts; First: The part for user to confirm payment Second: a section for users who have confirmation of payment. Users can view the status of the ticket.</p> <p>Step 4: For users who do a confirmation of payment, the system will perform checks of the payment code in the database and payment code from user. if the code is matched, the status of ticket will be active</p> <p>For users who have completed the confirmation, the user must input the code from the ticket, and then the system will find the code in the database, and then the system displays information about tickets.</p>
Post-Condition	Page view status	

3.5 Implementation System Mobile Sales Ticket.

From a process discussion with company, many efforts were made to the customer to feel comfortable, but for the queue problem it's so complicated, because there is no definite time when it will be a lot of ticket users can get their tickets anytime, everywhere. Mobile ticket sales rather than replacing existing systems, but this system as a partner in about providing convenience to visitor, when it will be empty. But the standards of services have been performed and will be improved. The authors hope is, by using mobile ticketing system, users can be more convenient to get

4. Conclusion

With the process survey to customer and get the ideas from company about mobile sales ticket for cinema, can be deduced is as below:

- Mobile system acts as a supporter of the primary system.
- By using mobile sales ticket system for cinema, it's can give more profit to company.
- By using mobile sales ticket system for cinema, loyalty of customer will increase.
- The fact is, gadget lifestyle is increase. This is a chance for company to expand the market.

- The development of the application feature can be done through the next research.

5. Reference

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