

ABSTRACT

MRT construction project has finished on March 24th, 2019. In its business timeline, MRT need to build several partnerships from infrastructure constructions until business support. Since MRT has become one of the most technologically advanced transportation modes, MRT has been expected to reduce number of traffic as well as providing comfort qualities. To fulfil the expectations, MRT need other companies to help in sustaining business and improving service quality. Therefore, Jakarta citizen may able to stop using private-owned vehicle and start using public transportation as the solution to congestion and pollution reduction in Jakarta. The partnership between PT MRT Jakarta and PT Mahaka Advertising aims to increase each company's revenue along with improving public services quality.

This research aims to understand the partnership evaluation, succeeding factors and knowing benefits obtained from partnerships of PT MRT Jakarta with PT Mahaka Advertising. Observed aspects such as partnership motives, challenges that may potentially end partnerships, and strategies for sustaining the partnerships.

This research approached by using descriptive qualitative research method. The phenomenon in this research is the partnership between government and privately-owned enterprises that commonly occurs. Questions made in this research used to determined research variables. 3 (three) people are involved as informants or interviewees in data collecting and data analysis.

PT MRT Jakarta amd PT Mahaka Advertising partnerships aims to improve public service quality. Service given in this partnership is through advertising aspect. The benefit of this partnerships is cost reduction in order to improve service quality.

PT MRT Jakarta has partnership motives to increase company revenue in order to improve service quality. Challenges occurred in this partnership can not be concluded as failures due to partnerships works less than a year. Strategy used by PT MRT Jakarta is making PT Mahaka Advertising as an independent partner which gives freedom to explore.

Keywords: MRT, Partnerships, Service Quality