

ABSTRACT

Shuttle travel business is popular public transportation in Jakarta and Bandung, there are a lot of shuttle travel companies who provide this service with many variants of departure schedule and destinations. The ticket sales system that implemented by them generally using call center, which means customer order by phone call and pay the bills at shuttle travel station.

The growth of internet penetration user in Indonesia especially Jakarta and Bandung change the behaviour of people to access information from offline to online. This condition drive business owner of shuttle travel to put display the information online through website to keep their customer informed. Nevertheless, there is no shuttle travel business provide service for ordering ticket which contain of many alternative shuttle travel, so customer can choose easily using one platform.

According to the phenomenon, there is chance for new company act as sales agent to integrate all the sales of shuttle travel ticket using one platform in order to simplify the customer to choose and buy ticket. Creating the new value added for this service need many variables to be involved such as customer needs, shuttle travel companies that provide travel service, information technology infrastructure to support the desired service run well, media, and advertising to promote the platform

This business model is designed as a guidance to implement e-ticketing shuttle travel by using one platform . Business model will represent how the business mechanism work on the market and company. Business model canvas is an approach to be used on designing e-ticketing shuttle travel model business on this research. Customer segment, value proposition, channel, customer relationship, key resources, key activities, key partnership, revenue stream, cost structure are nine blocks in business model canvas to map all the things needed to obtain a new design of business model to serve e-ticketing sales.

Key Words: Shuttle Travel, Business Model, E-ticketing