

ABSTRACTION

Agung Maulana Ibrahim, 50135077, 2017: *“Application of Centralization System Position Head Branch To Increase Productivity And Smooth Service At PT. Andhika Lines Branch Cilegon”*, KALK Study Program, Diploma IV Program, Merchant Marine Politechnic of Semarang, Advisor I: Mr.DARYANTO, S.H., M.M., Advisor II: Capt. ALI IMRAN RITONGA, M.M., M.Mar

In the implementation of services in branch offices, a company certainly has a different management system. One of them is the centralization system of branch head positions applied by PT. Andhika Lines Branch Cilegon. This system keeps the head of the branch in the Head Office. It aims to reduce the burden of the company to pay the head of branches. In addition, this centralized system also aims to improve productivity and smooth service in branch offices.

After doing the observation the writer wanted to know how the form of implementation of centralization system head of branch office that aims to improve productivity and smooth service in branch offices. By looking at it, the authors are interested to examine the "Application of Centralization System Position Head Branch To Increase Productivity And Smooth Service At PT. Andhika Lines Branch Cilegon". In this research, the writer uses qualitative methods that produce descriptive data in the form of written words from people and observed behavior by collecting data in the form of approaches to the object through observation, interviewing directly to the subject and using documents and data related to office services branch.

Based on the discussion that has been put forward in the preceding chapters, in this chapter a conclusion can be drawn about the centralized system of branch heads. Service in branch offices conducted by three parts: financial, rational, and marketing. There are some Barriers that is. The speed of decision-making tends to be slow. There is a gap between heads of branches and partners. All financial transactions go through the center. Based on research results should PT. Andhika Lines Branch Cilegon in its efforts to improve services by appointing branch head representative And branch heads to conduct visits to branch offices. In addition, the branch office needs to perform the cost management in a sharp manner by taking into account various considerations.

Keywords: Implementation, Centralization, Branch Head