

***STRATEGIC IMPLEMENTING ASSET MANAGEMENT  
BERBASIS ISO 55000 PADA  
PT. KERETA API INDONESIA (PERSERO)***

*Strategic Implementing Asset Management Basis on ISO 55000  
at PT. Kereta Api Indonesia (Persero)*

**HAFIZHUDDIN ALI**

**1708817033**



Tesis Ini Disusun Sebagai Salah Satu Persyaratan Untuk  
Memperoleh Gelar Magister Manajemen

**PROGRAM STUDI MAGISTER MANAJEMEN  
FAKULTAS EKONOMI  
UNIVERSITAS NEGERI JAKARTA**

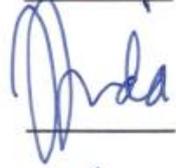
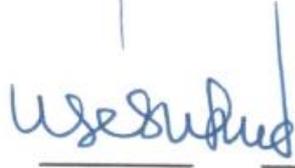
**2019**

# LEMBAR PENGESAHAN TESIS

Penanggung Jawab  
Dekan Fakultas Ekonomi



Prof. Dr. Dedi Purwana ES, M. Bus  
NIP : 196712071992031001

NO	Nama	Jabatan	Tanda Tangan	Tanggal
1.	Prof. Dr. Dedi Purwana SE, M. Bus NIP 196712071992031001	Ketua		8-8-2019
2.	Dr. Agung Wahyu Handaru ST, MM NIP 197811272006041001	Sekretaris		8-8-2019
3.	Dr. Budi Santoso, MM NIP 197206272006041001	Pembimbing 1		6-8-2019
4.	Dr. Saparuddin Mukhtar, SE. M. Si NIP 197701152005011001	Pembimbing 2		5-8-2019
5.	Usep Suhud, M. si., Ph. d NIP 1956207198602100	Penguji 1		7-8-2019
6.	Dr. Osly Usman, M. Bus NIP 197401152008011008	Penguji 2		7-8-2019

Nama : Hafizhuddin Ali

No. Registrasi : 1708817033

Tanggal Lulus : 30 Juli 2019

## DAFTAR HADIR

Pertemuan Penetapan Nilai Yudisium Kelulusan Ujian Tesis:

Nama : Hafizhuddin Ali  
No. Registrasi : 1708817033  
Program Studi : Magister Manajemen  
Angkatan : Empat Belas (XIV)

1. Prof.Dr. Dedi Purwana, ES,M.Bus

NIP 196712071992031001

(Ketua Sidang)



2. Dr. Agung Wahyu Handaru ST,MM

NIP 197811272006041001

(Sekretaris Sidang)



3. Dr. Budi Santoso, M.M

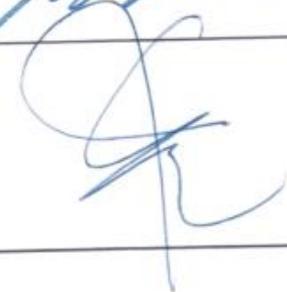
(Dosen Pembimbing II)



4. Dr. Saparuddin Mukhtar, SE.,M.Si

NIP 197701152005011001

(Dosen Pembimbing II)



5. Usep Suhud, M.si., Ph.d

NIP 1956207198602100

(Dosen Penguji I)



6. Dr. Osly Usman, M.Bus

NIP 197401152008011008

(Dosen Penguji II)



Jakarta, 30-7-2019

**PERSETUJUAN PANITIA UJIAN DIPERSYARATKAN UNTUK  
YUDISIUM MAGISTER**

Pembimbing I



Dr. Budi Santoso, MM

Tanggal : 6-8-2019

Pembimbing II



Dr. Saparuddin Mukhtar, SE., M.si

Tanggal : 5-8-2019

NAMA

TANDA TANGAN

TANGGAL

Prof. Dr. Dedi Purwana ES,M.Bus  
(Dekan FE)<sup>1</sup>



8-8-2019

Dr. Agung Wahyu Handaru ST,MM  
(Ketua Prodi)<sup>2</sup>



8-8-2019

Nama : Hafizhuddin Ali

No. Registrasi : 1708817033

Tanggal Lulus : 30 Juli 2019

1. Dekan Program Fakultas Ekonomi Universitas Negeri Jakarta.
2. Ketua Program Studi Magister Manajemen Program Fakultas Ekonomi Universitas Negeri Jakarta.

## SURAT PERNYATAAN

Saya yang bertanda tangan di bawah ini :

Nama : Hafizhuddin Ali

NIM : 1708817033

Program Studi : Magister Manajemen

Konsentrasi : Strategik

Universitas : Universitas Negeri Jakarta

Judul Tesis : *Strategic Implementing Asset Management Berbasis ISO 55000*  
Pada PT. Kereta Api Indonesia (Persero)

Menyatakan dengan sesungguhnya bahwa tesis yang ditulis bebas dari plagiarisme. dan apabila pernyataan ini terbukti tidak benar, maka saya bersedia menerima sanksi sesuai dengan ketentuan yang berlaku.

Demikian pernyataan ini saya buat dengan kesadaran sendiri dan bebas dari paksaan.

Jakarta, 30 Juli 2019

Yang membuat pernyataan,

  
  
Hafizhuddin Ali

## KATA PENGANTAR

Puji dan syukur dipanjatkan kepada Tuhan Yang Maha Esa karena atas rahmat-Nya tesis yang berjudul **“Strategic Implementing Asset Management Berbasis ISO 55000 pada PT. Kereta Api Indonesia (Persero)”** dapat diselesaikan tepat waktu. Tesis ini disusun untuk memenuhi syarat menyelesaikan perkuliahan pada pendidikan Strata 2 Program Magister Manajemen Jurusan Manajemen Strategi.

Peneliti mengharapkan penelitian ini akan memberikan manfaat kepada para pembaca terutama untuk pribadi dan PT Kereta Api Indonesia. Peneliti juga mengucapkan terima kasih kepada pihak-pihak yang telah membantu dalam proses pembuatan tesis ini, baik berupa bantuan materil maupun non materil.

Penulis menyadari bahwa masih ada kekurangan dan kelemahan dalam penulisan tesis ini, seperti ungkapan pribahasa tak ada gading yang tak retak. Oleh karena itu, penulis mengharapkan saran dan kritik yang bersifat membangun untuk evaluasi penyusunan laporan di masa yang akan datang, Terima kasih.

Jakarta, Juli 2019

Hafizhuddin Ali



# HAFIZHUDDIN ALI

Asset Management & Strategic  
 Jakarta, 5<sup>th</sup> September 1994  
 Indonesia  
 Indonesia

## Experience

### Objective

I'm a person who can make contribution for individual or team achievement. I'm Strong on entrepreneurship, strategic plan, business development and asset management.

### Personal Information



Jl. Kayumanis Barat No. 95b, Kayumanis  
 Matraman, Jakarta Timur 13130



<https://id.linkedin.com/in/hafizhuddin-ali-890890b6>



ali.hafizhuddin@gmail.com



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### Education

2017-2019: (Progress)	Master's of Management, Strategic (MM), at Universitas Negeri Jakarta, Executive
2012-2016:	Asset Management (SST) at Politeknik Negeri Bandung (Politeknik ITB), GPA : 3.07
2009-2012:	SMAN 31 Jakarta
2006-2009:	SMPIT Nurul Hikmah
2000-2006:	SDIT Nurul Hikmah

2016 : Asset Valuer - PDP 2 Properti By MAPPI  
 2015 : Asset Valuer - PDP 1 Properti By MAPPI  
 2012 : ESQ Leadership Training

### Skill

Business Development	<div style="width: 80%;"></div>
Asset Management	<div style="width: 90%;"></div>
Strategic & Planning	<div style="width: 70%;"></div>
Finance & Investment	<div style="width: 60%;"></div>
Commerce & Marketing	<div style="width: 85%;"></div>
Valuation	<div style="width: 75%;"></div>
Leadership	<div style="width: 80%;"></div>
Entrepreneurship	<div style="width: 70%;"></div>

### Organization

Vice President Ikatan Alumni Manajemen Aset Indonesia (2016-2020)  
 Commuter Bike Community (2018)  
 Commuter Scooter Vespa Community (2018)  
 Commuter Futsal & Soccer (2018)  
 People Millenials KAI (2018)  
 Equine Group Futsal (2016-2018)

### Micro Business Experience

2014-2016:	Co-owner Gila Sepatu Store
2012-2013:	Co-owner Arjuna Jersey
2010-2013:	Co-owner Hero-Net (Internet & Game online center)

Company	Position	Period	Responsibility
PT. Kereta Commuter Indonesia 	Officer Commercial Station Administration	June 2018 until Present	<ol style="list-style-type: none"> <li>1. Manage station operation</li> <li>2. Supervise to station frontliner personel (cashier, cleaning, nurse, announcer, passanger service and security)</li> <li>3. Making financial administration/report and assuring station revenues, card stock administration, and Station asset</li> <li>4. Create communication and coordination with other division for station operation</li> <li>5. Manage CRM, station problem, and ass a decision maker to station problem</li> </ol>
	Project Officer for ISO 55000 Pre-implementation At Kereta Api Indonesia (Holding)	March until Aug 2019	<ol style="list-style-type: none"> <li>1. Doing self assessment ass pre-implementation of asset management system basis ISO 55000 on Quality Assurance and GCG &amp; Non-Railway Asset Administration Division.</li> <li>2. Doing Gap analysis for evaluation of process asset management lifecycle and SAMP for holding company</li> </ol>
	Core Marketing & Business Development	March until May 2019	Reviewing commercial performance and analyze the new business opportunity. Assist VP Commercial to create report to BOD
PT. Equine Global (Equine Holding) 	Business Development Analyst	May 2017 until Feb 2018	<ol style="list-style-type: none"> <li>1. Analyze business strategy &amp; Performance</li> <li>2. Analyze marketing strategy &amp; competitor analysis</li> <li>3. Analyze Strategic to growth of revenue from for BU SAP, Infor, Asset &amp; IT Infrastructure</li> <li>4. Controlling and maintain pricing, ROE, project timeline, cost, budget &amp; Product Potofolio</li> <li>5. Work with sales and presales to manage relation to principals and cutomers</li> </ol>
	Asset Management Product Manager (NPP Equine Subsidiary)	Jun 2017 until Feb 2018	Doing double job between Busdev and Product Spclst <ol style="list-style-type: none"> <li>1. Manage pricing and promotion of asset management Product (SAP, Maximo, Infor, hardcat) &amp; services</li> <li>2. Manage sales performance of asset management product</li> <li>3. Manage relation to principals asset management</li> <li>4. Manage CRM for revenue assurance</li> </ol>
	Business Development MT	Aug 2016 until Nov 2016	6 month programs in class & rotated on 3 department at Business development Division create final presentation to BOD about business improvement.
PT. Serasi Autoraya 	Assistant Operation Analyst	Aug 2016 Until Oct 2016	<ol style="list-style-type: none"> <li>1. Helping Operation analyst to grab data of Car stock, Car Supply, and Used Car Pricing Standard</li> <li>2. Helping to Create business process improvement</li> </ol>
PT. Perusahaan Gas Negara .Tbk 	Asset Management (Project and Research Contract)	Aug 2015 until Jun 2016	<ol style="list-style-type: none"> <li>1. Evaluation asset rental office management</li> <li>2. Investment of Asset services analysis</li> <li>3. Research project about strategy to Increasing of utility value at PGN rental office</li> <li>4. Evaluation Asset service level agreement</li> <li>5. Evaluation valuation of rental &amp; service charge formula</li> <li>6. Updating market database for rental and service charge 2015</li> <li>7. Create survey about Logistic and General Affair Division Performace for internal service</li> </ol>
	Asset Management Internships	Jul 2014 until Sep 2014	<ol style="list-style-type: none"> <li>1. Land and building asset register &amp; reconciliation</li> <li>2. Create asset service level agreement framework</li> <li>3. Asset valuation on Utan Kayu Utara for SPBG</li> <li>4. Updating market database for rental and service charge 2014</li> </ol>

### Achievement

The Best Management Trainee Performance 2017 (Equine Technologies Group)