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Development of online ticket system at a football club in Bandung, Indonesia

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Abstract. The purpose of this study is to facilitate football club supporters in Bandung in booking match tickets as the club plays on their schedule. The method used the methodology Descriptive approach. Descriptive approach methodology started from collecting data, describing the analysis and implementing the results of the analysis. The online ticket booking system can facilitate football club supporters that live outside the city of Bandung to order or buy tickets match Persib, especially in the critical match. The result of this study shows that online ticket information system provides effective and efficient in booking Persib tickets anywhere they are and can make waiting time faster.

1. Introduction

The development of football increasingly turned into a show that entertained the general public. Currently, soccer is enjoyed by all social classes ranging from lower to upper levels. Because it is so popular, sports football has now evolved into a sports industry aimed at commercial. Club revenue sources that can be obtained from outside the club are television broadcasting rights, investors (football trust), and sponsors. While the source of funds that come from within the club itself is the sale of tickets, merchandise, supporters, food and supermarkets [1]. Booking tickets is one of the mandatory processes that must be done by many people before watching a game or a show, especially Bobotoh who always book the tickets to watch the game of Persib Bandung.

The ticket booking process is currently less effective, both in terms of time and cost. That's why the need for a more effective ordering process either in terms of time or cost itself and easier, more practical and faster course in ordering tickets that is by using the internet, because with the innovation of the Internet all forms of reservations can be done anywhere so more facilitate consumers who will make ticket reservations. According to Rizki and Wisnu Ticket sales of soccer matches are generally still done manually, so spectators who want to buy tickets for football matches have to queue up first at the stadium counters. Ticket sales in this way, can cause some problems, namely the occurrence of long queues, riots caused by prospective buyers who are not orderly while waiting, and not infrequently also prospective buyers who have been queuing but out of tickets. Therefore, given the solution by creating a system that is Web-Based Soccer Match Ticket Sales System. This system is built using the PHP programming language (Personal Home Page) Hypertext Preprocessor and MySQL database [2].

The Developments in science and technology led to a change of society culture in daily life, with the creation of an openness and transparency in various fields, especially in the field of information



technology and management. Speed of information needed by the community, including the world of communication and business. Information technology and management developed rapidly in Indonesia [3]. According to Dennis and John explain four prominent tactics used by sports organizations in the United States to increase ticket sales are discussed. Differential pricing is usually based on quality of the opposing team, time or place. Flexible season ticket packaging enables fans to select from an array of mini-season packages instead of being required to purchase a season ticket for all the games. Money-back guarantees are a promise to refund the purchase price to dissatisfied patrons. Web-based ticketing facilitates both the pre-purchasing of tickets and the creation of a secondary market for the resale of already purchased tickets [4]. Then Rui et al explain a structural equation model (SEM) revealed that the service quality construct impacts both satisfaction and behavioral intention. Also, behavioral intention is influenced by ticket pricing and satisfaction. Managerial implications of these results are discussed and guidelines for future research are suggested [5].

Football industry is a form of development of football began venturing on the economic aspect. Nowadays football is not just a sport, but rather into a business that can give an advantage [6]. According to Ken and Frank Tickets to sporting events are highly differentiated—seat location, date and time of the game, and home team and opponent qualities make each ticket unique. Preferences also differ nontrivially across fans, all of which make the supplier's pricing problem complex [7]. later Agung argues that online ticket business, before knowing what strategy to use, should be set in advance the objectives to be achieved in implementing this strategy. And objectives are set forth in segmenting, targeting and positioning. Then to achieve these objectives the strategy drafted in the Product, Place, Price and Promotion, known as the Marketing Mix. Marketing Communication Mix consists of a specific mix of advertising, public relations, personal selling, sales promotion and direct marketing tools that companies use to communicate in a persuasive customer value and build relationships with customers [8].

Linda and Abi analyzed and designed the infrastructure of the application system that should be built, the navigation structure, the data base used, the programming language used and the integration of both. For that in making this ticket purchase application the author uses WML and PHP programming language as a basic component of system design, database using MySQL, for modeling with UML language using Rational Rose Enterprise 2002 and for design and coding process using NetBeans IDE 7.0 From the results of this study, it can be concluded that the process of purchasing tickets with this gateway SMS is well computerized [9].

Persib Bandung is one of Indonesia football club with the biggest supporter base in Indonesia. However, the system of ticketing and information delivery services being merged is lacking. With many fans complaining about what applications are made that can help supporter book tickets without queuing up, pay a ticket bill without cash and information. Programming language used PHP Hypertext Processor (PHP) and MySQL as data storage. In the application creation process, there is a corresponding step in the method. Form a waterfall model. This application uses PHP programming language, MySQL database and testing using Blackbox Testing. Based on the test results show that message features, payment with e-cash, and distribution of information with SMS Gateway to produce valid results. This is in the absence of error from Blackbox testing. The user entered the data incorrectly, got an error message so the user knows what he or she already has and based on the existing references, there are still shortcomings, namely the system submitted in the ticket reservation Persib Bandung [10]. Therefore, the research on the Development of Online Ticket System at a Football Club in Bandung, Indonesia has the goal is to facilitate football club supporters in Bandung in booking match tickets as the club plays on their schedule. The purpose of this study is to facilitate football club supporters in Bandung in booking match tickets as the club plays on their schedule. The method used the methodology Descriptive approach. Descriptive approach methodology started from collecting data, describing the analysis and implementing the results of the analysis.

2. Method

In Information System Design of Online Ticket Booking Persib, the method used is descriptive approach methodology. System development method used in the design of this application is the Prototype Method. Prototype method is a method in system development that uses approach to make something program quickly and gradually so that can be evaluated by user. With case study of development of online ticket system Persib Bandung (figure 1).

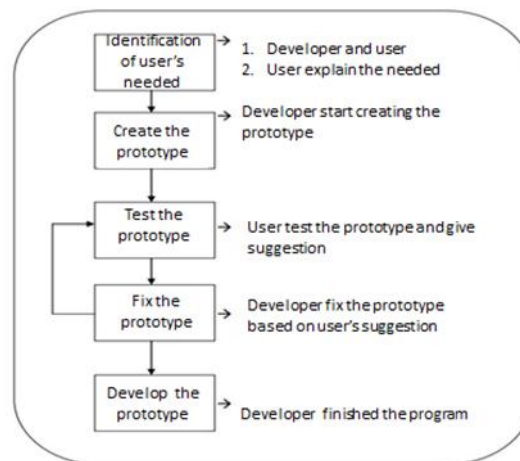


Figure 1. Prototype system development mechanism

3. Results and Discussion

3.1. Curves on online ticket sales system changes

On the proposed new system, the process of booking tickets Persib Bandung match will be more effective and easier for Bobotoh who are outside the city to make ticket reservations. In addition, with this system, Bobotoh can not buy tickets more than 2 because the buyer must enter their ID at the time of ordering, so there will be no brokers who try this system.

3.2. Overview of online ticket sales system

The description of the online ticket sales system is a simple implementation of the system designed with the development of prototype. Here are the procedures on Online Ticket Sales System:

- The admins log into the system and enter the match that will take place and the match tickets will be sold.
- When the game is over, the admin changes the match data and the next game ticket to be sold.
- The buyer enters the registration form and fills out the registration form by inputting ID number, email, name, and phone number.
- The buyer gets an email with a password, and is submitted to login on the match ticket form
- The buyer chooses the match tickets to be ordered.
- Buyers fill out the order form by input ID number, email, name, and phone number.
- As long as the buyer data is successfully checked, and the buyer has not placed an order in that match, the system will display the bill that must be paid and the payment method
- The buyer makes payment and confirmation
- The system checks the buyer's payment status, if it has not made a payment the system will return to the payment confirmation page
- The buyer gets the print out of the ticket by email.

The establishment is based on the Flow map of an Online Ticket Sales System. Flow map Match data input system is created by Admin which every time the match or before the game will change the match data and ticket data to be sold (Figure 2).

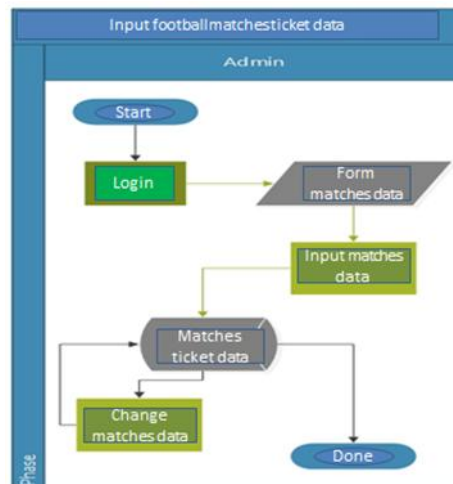


Figure 2. Input match ticket data

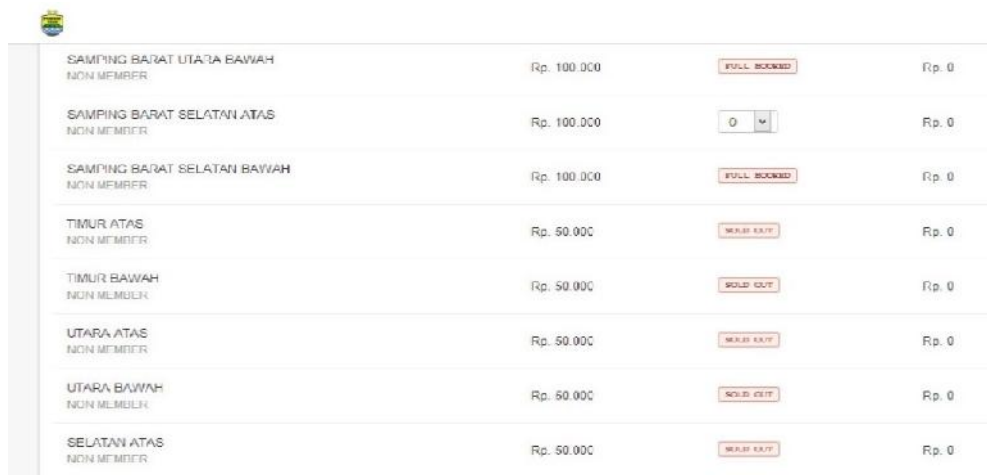
Flow map Account creation for the buyer who will order tickets match of Persib Bandung online, prospective buyers must input the ID number as a mandatory requirement to create an account Then Booking Ticket for the buyer by input the data.

3.3. Interface design of online ticket booking system

The design of the interface of the online ticketing subscriber registration system by way of subscribers input name, email address, phone number, birth date and most important is the identity number, because the identity number becomes the benchmark for the maximum purchase limit for one identity number. (Figure 3)

Figure 3. Interface Design of Online Ticket Booking System

Then on the design of the ticket booking system interface, the buyer chooses the ticket to be in the message with the maximum limit of two per ID number tickets in the list, this avoids brokers who switch to order in this online booking (Figure 4).



SAMPING BARAT UTARA BAWAH NON MEMBER	Rp. 100.000	FULL BOOKED	Rp. 0
SAMPING BARAT SELATAN ATAS NON MEMBER	Rp. 100.000	0	Rp. 0
SAMPING BARAT SELATAN BAWAH NON MEMBER	Rp. 100.000	FULL BOOKED	Rp. 0
TIMUR ATAS NON MEMBER	Rp. 50.000	SOLD OUT	Rp. 0
TIMUR BAWAH NON MEMBER	Rp. 50.000	SOLD OUT	Rp. 0
UTARA ATAS NON MEMBER	Rp. 50.000	SOLD OUT	Rp. 0
UTARA BAWAH NON MEMBER	Rp. 50.000	SOLD OUT	Rp. 0
SELATAN ATAS NON MEMBER	Rp. 50.000	SOLD OUT	Rp. 0

Figure 4. Interface design of online ticket booking system

In the Online Ticket Booking System above, it can be explained that the order through this system can only buy two tickets purchasing for one ID number, so there will not be a broker who buy tickets through this online booking. And with the online ticket booking system can facilitate Bobotoh domiciled outside the city of Bandung to order or buy tickets match Persib, especially on an important match.

4. Conclusion

Based on the results of the research, then it can be concluded that with the information system of online ticket booking tickets for Persib Bandung matches. It is expected that buyers can easily order tickets. The ticket booking process will be more efficient, because the buyer can only buy two tickets using one ID number.

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