

CURRICULUM VITAE

PERSONAL DATA



Full Name : Ludhy Kusuma Robby
Place & Date of Birth : Medan, Dec 25th 1985
Gender : Male
Religion : Moslem
Marital Status : Married
Nationality & Citizenship : Indonesian
Permanent Address : Margahayu Raya Barat VIII Blok A9 No.5 Bandung 40286
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FORMAL EDUCATION

> Master of Marketing Management (July 2011 - June 2014) : Padjadjaran University
> Industrial Engineering (August 2003 – Nov 2008) : National Institute of Technology (ITENAS) Bandung
> Senior High School (2000 - 2003) : SMU Negeri 25 Bandung
> Junior High School (1997 - 2000) : SLTP Negeri 13 Bandung

> Elementary School (1991 - 1995) : SD Negeri Ciujung Bandung
(1995 - 1997) : SD Negeri Ibu Jenab I Cianjur

MINI THESIS

Graduated : September 22th, 2008
Mini Thesis Tittle : Proposed Brand Equity Ten Based On Associations Measures and Perceived Quality/Leadership Measures (Case Study on Scooter Matic Honda Vario)

THESIS

Graduated	: June 4 th , 2014
Thesis Tittle	: Customer Satisfaction and Implications on Attitudinal Loyalty and Behavioural Loyalty (Survey at Honda Motor Matic)

ACADEMICAL EXPERIENCES

> Elina Ceramics (Studio 181)	: Study about Increase The Time Raw Materials By Using Methods Of Stopwatch And Learning Curve (Case Study On Frame Photo Product)
> Research for my thesis at PT.Daya Adira Mustika	: Study about Proposed Brand Equity Ten Based On Associations Measures and Perceived Quality/Leadership Measures (Case Study on Scooter Matic Honda Vario)

ORGANIZATION EXPERIENCES

Organization	Dates	Position
HMTI (Industrial Engineering Student Association)	2006-2007	Research and Development Division of BP HMTI

WORK EXPERIENCES

Company	Dates	Position
PT Amerta Indah Otsuka	April 2009 – December 2009	Head of Promotion Area Pontianak
Job Description	<ul style="list-style-type: none">• Below The Line (Detailing, Presentasi, Sampling, Event)• Above The Line Area Pontianak (Talkshow Radio Lokal Pontianak)• Special Project (Ustadz Roadshow, Nurse Day, Healthy Morning,dll)	
PT Daya Adicipta Mustika	January 2010 - 2016	HC3 Supervisor Area West Java
Job Description	<ul style="list-style-type: none">• Measurement CS Program & Dealer Caring Program, Conduct an audit of standardization Dealer Motorcycle Honda west Java based on criteria of PT DAM and PT AHM.• Development (Supervise) Network / Honda Motorcycle Dealer in the area of West Java to Increase Dealer Evaluation Program (DEP), Mystery Shopping Index (MSI), Mystery Calling Index,	

	<p>Customer Database (CDB) Integration, Dealer Customer Satisfaction Level (D-CSL), Customer Satisfaction Level (CSL), Dealer Caring Category, Percent Trained (People Development)</p> <ul style="list-style-type: none"> • DEP (Dealer Evaluation Program) Forum, Create and establish criteria along with H1 Division (Sales), H2 (maintenance), H3 (Sparepart), and HC3 Division (Honda Customer Care Center) • Creating Audit Report CS & Dealers Caring and Supervision • Conduct Analysis CS Index • Project Management related events in CSMD Departments and HC3 Division
Improvement	<ul style="list-style-type: none"> • PPS (Practical Problem Solving) • SS (Suggestion System)
Achievement	<ul style="list-style-type: none"> • 3rd Place Honda Customer Care Center (HC3) Main Dealer Honda Motorcycles National Level In PT Astra Honda Motor (AHM) • Posko mudik Most Creatif Main Dealer Honda Motorcycle National Level In PT Astra Honda Motor

SEMINAR & TRAINING

> PT Daya Adicipta Mustika, Bandung on Oct 23 th 2015	:	Training "Interviewing Skill", PT Daya Adicipta Mustika Bandung
> PT AHM & Marcplus Inc, Jakarta on Oct 7 th , 8 th , 9 th 2014	:	Training dan Workshop "Area Supervisor HC3 Program - Enhancing Service Excellence", Hotel Harris Jakarta
> Universitas Padjadjaran, Bandung on June 7 th 2014	:	Presenter Kolokium "Journal of Management and Collaboration Series X" , Unpad
> Citarik, Sukabumi on Nov 22 th 2013	:	Training Adventure With Care "Salamander Rafting Trip (5 KM)" With AHM, Jakarta
> Service Quality Centre, Jakarta on Nov 18 th , 19 th , 20 th , 21 th 2013	:	Training "Certification Assesor Dealer Caring" With AHM, Jakarta
> Universitas Padjadjaran, Bandung on Sept 2 th 2012	:	Outbound Training & Rafting "Public Speaking & Communication Skill", Unpad
> Universitas Padjadjaran, Bandung on March 10 th 2012	:	Kuliah Umum / Seminar "Career Opportunities for Female Manager Againsts of Glass Ceiling Syndrome",

		Unpad
> Universitas Padjadjaran, Bandung on Feb 10 th 2012	:	Seminar "Behavioral Research in Management Studies", Unpad
> Bandung Spirit Conference, Bandung on Nov 16 th 2011	:	International and Multidisciplinary Conference "The Dynamic of International Exchanges in Africa, Asia, and Europe", Unpad
> PT Daya Adira Mustika, Bandung on Mar 29 th , 30 th , 31 th 2011	:	Training "Practical Problem Solving" With Triputra Group, Jakarta
> PT Daya Adira Mustika, Bandung on Feb 8 th , 9 th 2011	:	Training "Quality Assurance System" With PT Astra Honda Motor, Jakarta
> Triputra Group, Jakarta on Nov 18 th , 19 th , 20 th , 21 th 2010	:	Training TSDP (Triputra Supervisory Development Program), Triputra Group, Jakarta
> Citraland Ballroom, Jakarta on June 2 th , 3 th , 4 th 2010	:	Train For Trainer PT Astra Honda Motor, Jakarta
> Aula Raphael, PT Daya Adira Mustika Bandung on March 9 th , 10 th , 11 th 2010	:	Honda Service Excellent & Honda Service Skill PT Daya Adira Mustika, Bandung
> PT Daya Adira Mustika, Bandung on Jan 18 th - Feb 8 th 2010	:	Training DBMP (Daya Basic Management Program), PT Daya Adira Mustika, Bandung
> Aula SD Al Azhar 21, Pontianak on Des 5 th , 2009	:	PIC Of Parents Day SD Al Azhar 21 (PD) Pontianak "Home Base Education" With Otsuka
> PT Pertamina KALBAR, Pontianak on Des 4 th , 2009	:	PIC Of Healthy Morning PT. Pertamina (HM) Pontianak "Healthy Morning PT. Pertamina" With Otsuka
> Aula RSIA ABK, Pontianak on November 14 th , 2009	:	PIC Of Nurse Day RSIA Anugrah Bunda Khatulistiwa (ND) Pontianak "Manajemen Stress" Be A Profesional Nurse With Otsuka
> Radio Primadona, Pontianak on August 30 th , Sept 8 th , Sept 20 th 2009	:	Talkshow Radio Primadona (Volare Group) Pontianak "The Dynamic Of Body Fluid" With Otsuka
> 15 Fields, Pontianak on August 25-September 11 th , 2009	:	PIC Of Tausyiah Ramadhan (TR) Pontianak "Tausyiah Ramadhan 15 Fields In Pontianak" With Otsuka
> Aula RS Santo Antonius, Pontianak on August 16 th , 2009	:	PIC Of Nurse Day RS Santo Antonius (ND) Pontianak "Komunikasi Terapeutik" Be A Profesional Nurse With Otsuka
> PT Telkom KALBAR, Pontianak on July 31 th , 2009	:	PIC Of Healthy Morning PT. Telkom KALBAR (HM) Pontianak "Healthy Morning PT. Telkom KALBAR" With Otsuka
> Asuransi Bumiputera, Pontianak on July 24 th , 2009	:	PIC Of Healthy Morning As. Bumiputera (HM) Pontianak "Healthy Morning Asuransi Bumiputera" With Otsuka
> 5 Fields, Area Pontianak on Mei 26-29 th , 2009	:	PIC Of Integrated Consumer Education (ICE) Pontianak "Integrated Consumer Education (ICE) 5 Fields In Pontianak" With Otsuka
> GSG ITENAS, Bandung on November 29 th , 2007	:	Lucky Strikes Seminar "Creative & Innovation – Coaching Clinic"
> GSG Itenas, Bandung On February 10 th , 2007	:	Training ISO 9001:2000 (Quality Management System)

> GSG Itenas, Bandung 2006	:	Open University Lecture "Application Statistical in Survey Research for Marketing Research"
> GSG Itenas, Bandung 2005	:	Open University Lecture " Application Statistical for Quality Control in PT. PINDAD Bandung"
> GSG Itenas, Bandung 2005	:	Seminar "Create Opportunity for Facing Emulation"
> GSG Itenas, Bandung On October 1 st , 2005	:	Seminar Enterpreneurship "Menciptakan Peluang dalam Menghadapi Persaingan"
> GSG Itenas, Bandung 2005	:	Training "Software Spss, Statistica, Ms.Excel and WinQsb"
> Hotel Yehezkiel, Bandung 2004	:	Training New Distribution Orientation

COMPUTER SKILL

Operating System Platforms : PC in Windows XP, Windows 2010, Windows 10
 Software : Microsoft Word, Microsoft Excel, Microsoft Power
 Point, Microsoft Visio, STATISTICA, WinQSB, SPSS 14

ADDITIONAL INFORMATION

In my leisure time, I usually reading, playing any kind of sports especially soccer and basketball, and browsing the internet. I judge myself as an optimistic man who has good interpersonal skill, self motivated, fast learning, and hard worker. I believe in team work very much and capable of working under pressure. My personality, skill, knowledge, and my organization experience enhance my confidence to join your company. It will be my honor and my pride **to be your employee.**

I declare the details above stated to be true.