AGILE SOFTWARE DEVELOPMENT AND SERVICE SCIENCE: HOW VALUE CO-CREATION COULD INFLUENCE THE SUCCESS OF AGILE PROJECTS IN PT MITRAIS – A CASE STUDY

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Abstract

Unlike traditional software development methodologies like Waterfall, Agile methodologies have become popular among companies and IT professionals. This paper discusses Agile's ability to increase productivity, quality, and customer satisfaction using value co-creation in service science. The concept of value co-creation is gaining importance in the service-dominant logic literature. This paper uses the qualitative study to examine the usage of the value co-creation concept in Agile projects and its impact on success through a case study conducted at an IT service company in Indonesia. Based on the findings of this study, it can be inferred that integrating value co-creation into Agile projects can further increase the likelihood of success for IT services firms. Furthermore, IT service firms can also make this value co-creation concept their standard procedure in their Agile projects. Value co-creation could go beyond Agile projects to become part of their other service offerings and a companywide policy.

Keywords: Agile; Software Development; Service Science; Value Co-creation; Project Management.