

Analisis pengaruh identifikasi waste dan penerapan metode lean terhadap proses distribusi produk selular yang efektif s(tudi kasus PT XYZ TBK) = Analysis of waste identification and lean method implementation influences to effective distribution process of cellular products (case study PT XYZ TBK) / R. Andi Armanto Prasetyo

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Abstrak

**ABSTRAK**

Tesis ini membahas pengaruh identifikasi waste dan penerapan metode lean terhadap proses distribusi produk selular yang efektif pada PT XYZ Tbk (?perusahaan?). Metode penelitian dilakukan melalui survei kuesioner terhadap pihak outlet yang mendistribusikan produk selular perusahaan kepada pelanggan dan wawancara terhadap narasumber yang memiliki kompetensi di dalam proses distribusi. Pre-test kuesioner dilakukan terhadap 30 responden untuk mengetahui tingkat pemahaman atas pernyataan di dalam kuesioner. Sejumlah 163 responden merupakan pihak outlet yang berlokasi di area Jakarta Selatan terpilih sebagai objek penelitian. Dari hasil survei kuesioner, mayoritas responden adalah pihak pengelola outlet yang telah beroperasi selama 1-3 tahun (62%), memiliki rata-rata penjualan per bulan kurang dari Rp 10 juta (80%), dan memiliki pendidikan terakhir adalah Sekolah Menengah Atas (50%). Analisis korelasi dan regresi linear berganda dilakukan selanjutnya atas hasil survei kuesioner. Hasil penelitian menunjukkan bahwa pertama, terdapat waste yang sering terjadi di dalam proses distribusi produk selular perusahaan, yaitu keterlambatan pengiriman, duplikasi, komunikasi yang tidak perlu, dan transaksi bermasalah pada pelayanan jasa. Kedua, identifikasi waste dalam proses distribusi selular dan penerapan metode lean memiliki hubungan yang searah dan erat dengan proses distribusi yang efektif. Ketiga, terdapat pengaruh sebesar 52,8% dari identifikasi waste dan penerapan metode lean terhadap proses distribusi produk selular perusahaan yang efektif. Keempat, analisis sebab-akibat (Fishbone Diagram) membantu manajemen untuk mengidentifikasi akar penyebab utama dari waste serta solusi yang tepat untuk perbaikan

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**ABSTRACT**

The thesis describes about analysis of waste identification and lean method implementation influences to Effective Distribution Process of Cellular Products in PT XYZ Tbk (?the Company?). Research method was performed through questionnaire survey to outlet?s person in-charge who distributes the Company?s cellular product to customer and performed interview to people who have competency in the distribution process. Pre-test of questionnaire was performed to 30 respondents to know their understanding level of statements in the questionnaire. A total of 163 respondents of outlet?s person in-charge located in South Jakarta area were chosen as the research objects. From the questionnaire survey result, the majority of respondents were outlet?s person in-charge whose outlets have been operated for 1-3 years (62%), earned average monthly revenue of less than Rp 10 million (80%), and have latest education of Senior high school (50%). Correlation and multiple linear regressions analysis were performed on the questionnaire survey result afterward. The research result showed first, the 4 (four) wastes which often occurred in the distribution process of company?s cellular product, such as late delivery, duplication, unnecessary communication, and

failed transaction in providing services. Second, waste identification in cellular product distribution and lean method implementation have strong relation and same direction with effective distribution process. Third, there was a 52.8% influence of waste identification and implementation of lean method to the effective distribution process of company's cellular product. Fourth, the cause-effect analysis (Fishbone Diagram) assists management to identify the main root causes of waste and accurate solution for improvement