

Pengolahan data skala terbatas dengan metode DEA: studi kasus efektivitas proses peluncuran produk baru

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Abstrak

Data Envelopment Analysis (DEA) is mathematical programming techniques for evaluating relative efficiency of decision making unit (DMUs) in managing their resources (input) to produce results (output). DEA assumed that functional distribution/relations between input and output aren't known. This paper applied DEA to find the most effective new product launching process between 138 products from 17 countries in Asia and Latin America at 53 multinational companies (MNC). DEA application in this case will identified effectiveness of new product launching process based on quantitative calculation. Application of DEA for this case needs few adjustments from its basic model to accommodate survey data (in limited scale number) which have 2 response categories. Result of DEA calculation could be used as basis for determining new product launching benchmark (every product with DEAscore ≥ 1) to formulate the most appropriate pattern of new product launching process for MNC subsidiary.