ABSTRACT

Uneffectiveness of reverse logistic management at PT. Enseval Putra Megatrading., Tbk. resulted in high rejection of PT. Interbat return product. This research aim was to evaluate existing reverse logistic management at PT. Enseval Putera Megatrading., Tbk., to determine root cause of rejection and suggest corrective action to reduce rejection.

This reseach was applied research with quantitative/ positive approach using statistical process control, which consists of check sheet, pareto diagram and fishbone analysis to identify root cause of problems. Based on data analyse in 2014 using check sheet and pareto diagram, showed that main root cause of this problem was mistake of salesman during handling of expired product return and resulted in high rejection of PT. Interbat return product, which was 54,84%. Based on fishbone analysis, main factor of this problem was mistakes of salesman from human and method error.

Suggested corrective action to lower quantity and value in reverse logistic management at PT. Enserval Putera Megatrading., Tbk were correction at branch of PT. Enseval Putera Megatrading., Tbk and also PT. Enseval Putera Megatrading RDC Surabaya. Corrective action included were correction in reverse logistic system, preventive in non conformance with return procedure and increasing awareness from involved personnel Implementation of suggested corrective action resulted in no product return rejection at PT. Enseval Putera Megatrading., Tbk RDC Surabaya on the fourth quarter 2015.

Key word: Effectiveness, Reverse Logistic, Statistical Process Control