

**STUDI DESKRIPTIF FLEKSIBILITAS DISTRIBUSI PADA *PART ACCESSORIES AND GENUINE OIL* PT ASTRA INTERNATIONAL –
DAIHATSU SALES OPERATION CABANG DKI JAKARTA**

Nama: Bagas Cahya Nugra
Jurusan/Program Studi: Manajemen
Pembimbing:
1. Hj. Fitri Novika Widjaja, S.Si., M.MT
2. Adi Prasetyo Tedjakusuma, B.Bus., M.Com.

ABSTRAK

Fleksibilitas distribusi adalah kemampuan suatu perusahaan untuk menyesuaikan diri dalam konteks kegiatan distribusinya dikarenakan sifat lingkungan bisnis yang dinamis dan fluktuatif, serta kemampuan untuk menyediakan layanan distribusi secara efektif dan efisien secara langsung maupun tidak langsung. Terdapat 3 (tiga) dimensi dari fleksibilitas distribusi yaitu fleksibilitas distribusi fisik, fleksibilitas manajemen permintaan, dan fleksibilitas koordinasi. Penelitian ini dilakukan terhadap *Part Accessories and Genuine Oil* DSO Jakarta, sebagai distributor tunggal untuk aksesoris dan oli merek Daihatsu. Jenis penelitian ini adalah studi deskriptif yakni hendak menggali, memahami, dan menggambarkan mengenai penerapan fleksibilitas distribusi pada *Part Accessories and Genuine Oil* DSO Jakarta. Penelitian ini dilakukan dengan metode wawancara terhadap 4 (empat) karyawan dari DSO Jakarta serta observasi langsung di tempat objek penelitian berada. Berdasarkan data yang diperoleh, ditemukan hasil penelitian bahwa penerapan fleksibilitas distribusi pada *Part Accessories and Genuine Oil* DSO Jakarta telah dilakukan dengan baik namun belum sepenuhnya maksimal, yakni dalam hal fleksibilitas distribusi fisik bagian pergudangan perlu dilakukan optimalisasi *key performance*, sedangkan dimensi terkuat ditemukan pada fleksibilitas koordinasi *Part Accessories and Genuine Oil* DSO Jakarta.

Kata kunci: Manajemen rantai pasok, distribusi, fleksibilitas distribusi.

DESCRIPTIVE STUDY OF DISTRIBUTION FLEXIBILITY ON PART ACCESSORIES AND GENUINE OIL PT ASTRA INTERNATIONAL – DAIHATSU SALES OPERATION DKI JAKARTA DISTRIBUTARY

Name: Bagas Cahya Nugra

Discipline/Study Programme: Manajemen

Contributors:

1. Hj. Fitri Novika Widjaja, S.Si., M.MT
2. Adi Prasetyo Tedjakusuma, B.Bus., M.Com.

ABSTRACT

Distribution flexibility is the ability of a company to adjust itself in the context of its distribution activity which occurred because of a dynamic and fluctuating business environment, also the ability to provide distribution services in an effective and efficient way directly and indirectly. There are 3 (three) dimensions of distribution flexibility which are physical distribution flexibility, demand management flexibility, and coordination flexibility. This research was conducted towards Part Accessories and Genuine Oil DSO Jakarta as the sole distributor for accessories and oil of Daihatsu brand. The type of this research was descriptive study which aimed to dig up, understand, and portray the implementation of distribution flexibility on Part Accessories and Genuine Oil DSO Jakarta. This research was done by conducting interview method toward 4 (four) employees of DSO Jakarta and direct observation at the place where the object of research stands. According to the data obtained, it's found that the implementation of distribution flexibility on Part Accessories and Genuine Oil DSO Jakarta was greatly well done although not fully optimal yet, especially in terms of physical distribution flexibility in the part of warehousing that still needs optimization on the key performance, where the strongest dimension was found on the coordination flexibility of Part Accessories and Genuine Oil DSO Jakarta.

Keywords: *Supply chain management, distribution, distribution flexibility.*