

ABSTRAK

Yulia Dinata

Skripsi

Supply Chain Drivers pada PT. Magna Djatim Mandiri

Penelitian ini bertujuan untuk menganalisis strategi *supply chain* pada PT. Magna Djatim Mandiri yang dilihat dari setiap elemen dalam *supply chain drivers* untuk mencapai tingkat responsif dan efisien yang optimal dari masing-masing elemen. Ada enam elemen, yaitu: *facilities, inventory, transportation, information, sourcing dan pricing*. Jenis penelitian yang digunakan dalam penelitian ini adalah kualitatif deskriptif. Metode yang digunakan dalam pengumpulan data yaitu teknik wawancara, observasi, dan dokumentasi. Metode analisisnya menggunakan uji reliabilitas data dan metode pengujian datanya adalah triangulasi sumber.

Hasil penelitian ini menunjukkan kondisi dari masing-masing elemen *supply chain drivers* pada perusahaan, dimana ada elemen yang kurang baik dalam mencapai tingkat responsif dan efisien yang optimal. Dari hasil penelitian ini, perusahaan dapat memperbaiki beberapa hal untuk mencapai tingkat responsif dan efisien yang optimal.

Kata Kunci:

Supply Chain, Supply Chain Drivers, Responsive, Efficient

ABSTRACT

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Undergraduate Thesis

Supply Chain Drivers at PT. Magna Djatim Mandiri

The aim of this paper is to analyse supply chain strategy implementation at PT. Magna Djatim Mandiri by comparing each element of supply chain drivers so that each of them reach optimal level of responsiveness and efficiency. There are six different elements, namely facilities, inventory, transportation, information, sourcing, and pricing. A qualitative descriptive research type is used throughout this research. All the data are gathered by using various method such as oral interview, field observation, and documentation. The data are then analysed by using data reliability test and thus further validated by implementation of triangulation technique.

The results show conditions of different supply chain drivers' elements of the company in which some elements were found to be poorly run, resulting in less optimal responsive and efficiency level. Outcome of the research can be used in improving the required elements and therefore aids the company in achieving optimal responsiveness and efficiency level.

Keywords:

Supply Chain, Supply Chain Drivers, Responsive, Efficient

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