

ABSTRAK

Mendrofa, Eriska 2025. analisis efektivitas saluran distribusi gas elpiji bersubsidi di kecamatan gunungsitoli (studi kasus pt. tiaryasa abadi perkasa gemilang) Skripsi. Prodi Manajemen. Universitas Nias. Pembimbing Ibu Maria M Bate'e, SE.,MM

Penelitian ini bertujuan untuk menganalisis efektivitas saluran distribusi gas elpiji bersubsidi di Kecamatan Gunungsitoli dengan studi kasus pada PT. Tiaryasa Abadi Perkasa Gemilang. Penelitian ini menggunakan metode kualitatif dengan pendekatan *deskriptif*, di mana data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi. Fokus utama penelitian ini adalah mengidentifikasi sejauh mana saluran distribusi yang diterapkan telah berjalan secara efektif dalam memastikan ketersediaan gas elpiji bersubsidi kepada masyarakat yang berhak. Hasil penelitian menunjukkan bahwa terdapat beberapa tantangan dalam proses distribusi, seperti keterbatasan pasokan, kendala logistik, serta ketidaksesuaian antara kuota distribusi dengan kebutuhan masyarakat. Selain itu, ditemukan bahwa faktor pengawasan dan regulasi memainkan peran penting dalam menentukan efektivitas distribusi. Dengan adanya evaluasi dan perbaikan dalam sistem distribusi, diharapkan distribusi gas elpiji bersubsidi dapat lebih optimal dan tepat sasaran.

Kata Kunci: Saluran Distribusi, Gas Elpiji Bersubsidi, PT. Tiaryasa Abadi Perkasa Gemilang, Kualitatif

Abstract:

Mendrofa, Eriska 2025. Analysis of the effectiveness of subsidized LPG gas distribution channels in Gunungsitoli District (case study of PT. Tiaryasa Abadi Perkasa Gemilang) Thesis. Management Study Program. Nias University. Advisor Mrs. Maria M Bate'e, SE., MM

This study aims to analyze the effectiveness of the subsidized LPG distribution channels in Gunungsitoli District, using PT. Tiaryasa Abadi Perkasa Gemilang as a case study. This research employs a qualitative method with a descriptive approach, where data is collected through in-depth interviews, observations, and documentation. The primary focus of this study is to determine the extent to which the implemented distribution channels effectively ensure the availability of subsidized LPG for eligible communities. The findings reveal several challenges in the distribution process, such as supply limitations, logistical constraints, and discrepancies between distribution quotas and community needs. Additionally, it was found that supervision and regulations play a crucial role in determining distribution effectiveness. Through evaluation and improvements in the distribution system, it is expected that subsidized LPG distribution can be more optimal and well-targeted.

Keywords: Distribution Channels, Subsidized LPG, PT. Tiaryasa Abadi Perkasa Gemilang, Qualitative