

ABSTRAK

Gulo, Sukurman. (2025). Analisis Efisiensi Rantai Pasokan dalam Pendistribusian Produk pada Toko Geuliss Bakery & Cake. Dosen Pembimbing: Martha Surya Dinata Mendrofa, S.E., M.B.A

Penelitian ini dilakukan pada Toko Geuliss Bakery & Cake yang bergerak pada industri roti dan kue dengan menganalisis efisiensi rantai pasokan dalam pendistribusian produk. Penelitian ini bertujuan untuk mengetahui proses alur rantai pasokan dalam pendistribusian produk kepada konsumen, kendala yang dihadapi dalam distribusi produk serta upaya yang dilakukan dalam meningkatkan efisiensi rantai pasokan agar pendistribusian produk berjalan optimal pada Toko Geuliss Bakery & Cake. Metode yang digunakan yaitu pendekatan kualitatif dengan melakukan wawancara kepada 6 informan. Hasil wawancara menunjukkan bahwa ketersediaan bahan baku dan stok produk relatif terjaga, meskipun pencatatan manual masih menimbulkan risiko kesalahan. Sistem distribusi berjalan terstruktur dengan menerapkan prinsip sesuai urutan masuk (*First In, First Out*), kecepatan, ketepatan, serta pemeriksaan berlapis guna menjaga akurasi pengiriman. Namun, toko menghadapi beberapa kendala, seperti keterbatasan armada, keterlambatan pasokan, faktor eksternal (cuaca dan kondisi jalan), serta biaya distribusi yang tinggi akibat jarak pengiriman dan pembelian mendadak. Untuk mengatasi hal tersebut, Toko Geuliss Bakery & Cake menerapkan berbagai strategi, antara lain penambahan tenaga kerja sementara, penyediaan stok cadangan, pembuatan produk setengah jadi, pengaturan rute efisien, penggabungan pesanan, serta penerapan SOP sederhana guna meminimalisir kesalahan. Secara keseluruhan, hasil penelitian menunjukkan bahwa manajemen rantai pasokan yang baik berkontribusi pada peningkatan kepuasan pelanggan, meskipun masih diperlukan perbaikan, khususnya pada aspek digitalisasi pencatatan dan penambahan armada distribusi agar efisiensi lebih optimal.

Kata kunci : Rantai Pasokan, Pendistribusian

ABSTRACT

Gulo, Sukurman. (2025). Supply Chain Efficiency Analysis in Product Distribution at Geuliss Bakery & Cake. Supervisor : Martha Surya Dinata Mendrofa, S.E., M.B.A

This research was conducted at Toko Geuliss Bakery & Cake, a business operating in the bakery and cake industry, by analyzing supply chain efficiency in product distribution. The study aims to examine the supply chain process in delivering products to consumers, identify the challenges faced in product distribution, and explore the efforts made to improve supply chain efficiency so that distribution runs optimally at Toko Geuliss Bakery & Cake. The method used was a qualitative approach through interviews with six informants. The findings show that the availability of raw materials and product stock is relatively well-maintained, although manual recording still poses a risk of errors. The distribution system is organized by applying the principles of First In, First Out (FIFO), speed, accuracy, and layered inspections to ensure delivery precision. However, the store faces several obstacles, such as limited delivery fleet, delayed supplies, external factors (weather and road conditions), and high distribution costs due to long distances and urgent purchases. To address these issues, Toko Geuliss Bakery & Cake has implemented several strategies, including hiring temporary workers, providing backup stock, preparing semi-finished products, optimizing delivery routes, combining orders, and applying simple SOPs to minimize errors. Overall, the study concludes that effective supply chain management contributes to higher customer satisfaction, although improvements are still needed, particularly in digitalizing inventory records and adding delivery fleets to achieve greater efficiency.

Keywords : Supply Chain, Distribution