

Intisari

Publik menilai bahwa tanggung jawab mengenai masalah sampah dari kemasan sekali pakai berada pada industri dan produsen. Sebuah sistem distribusi alternatif yang mendapatkan respon positif dari konsumen adalah toko curah minim sampah tanpa kemasan (*zero-waste bulk store*) yaitu pembeli membawa dan menggunakan kemasan guna ulang sendiri. Aspek tersebut merupakan bagian dari manajemen operasi mengenai *outbound flow of products*. Penelitian ini mengidentifikasi insentif rantai pasok yang menjadi faktor pendorong penerapan sistem distribusi alternatif tersebut oleh perusahaan. Dengan metode penelitian kualitatif eksploratif, pengumpulan data dilakukan melalui wawancara semiterstruktur dan pengolahan data menerapkan teknik *template analysis* menggunakan bantuan *software* NVivo12. Ulasan penelitian-penelitian terdahulu mengenai penerapan sistem toko curah minim sampah dan insentif rantai pasok menghasilkan lima kategori awal yaitu siklus hidup produk, kemasan, sampah, emisi, dan manfaat sosial. Ditemukan bahwa terdapat keragaman strategi dan sistem rantai pasok dari perusahaan yang memasok di toko curah minim sampah dengan mayoritas menerapkan pemicu yang mempengaruhi proses tertentu dalam rantai pasok dan bersikap akomodatif terhadap berbagai faktor dan pihak. Hanya dua dari lima kategori awal insentif yang ditemukan sebagai relevan, yaitu kemasan dan sampah. Di samping itu, ditemukan bahwa insentif rantai pasok dalam menerapkan sistem toko curah minim sampah dapat diklasifikasi menjadi lima kategori: (1) Hubungan dan pengalaman kerja sama, (2) Isu, idealisme, gaya hidup, tren, dan konsep toko curah minim sampah, (3) Sistem kerja sama penjualan dan/atau distribusi, (4) Produk, pasar, dan konsumen, dan (5) Skala dan pertimbangan bisnis. Penemuan tersebut menunjukkan bahwa keputusan pemilihan toko curah minim sampah sebagai salah satu sistem distribusi perusahaan didasarkan pada berbagai pertimbangan yang bersifat cukup luas, dari pertimbangan bisnis hingga pertimbangan berdasarkan konsep-konsep pendukung kelangsungan kegiatan bisnis.

Kata kunci: sistem distribusi, toko curah minim sampah, toko curah tanpa kemasan, insentif rantai pasok, pertimbangan bisnis, keputusan distribusi, distribusi alternatif

Abstract

The public perceives that the responsibility for the problem of waste from single-use packaging lies with the industry and manufacturers. One alternative distribution system that has received a positive response from consumers are zero-waste bulk stores, where shoppers bring and use their own reusable packaging. This aspect is part of operations management regarding the outbound flow of products. This research identifies the supply chain incentives that drive the company's implementation of this alternative distribution system. Using an exploratory qualitative research method, data collection was conducted through semi-structured interviews, and during data processing, the template analysis technique was applied using NVivo12 software. A review of previous studies on the implementation of zero-waste bulk store systems and supply chain incentives resulted in five initial categories: product life cycle, packaging, waste, emissions, and social benefits. It was found that there is a diversity of supply chain strategies and systems from companies sourcing in zero-waste bulk stores with the majority implementing triggers that influence specific processes in the supply chain and being accommodating to different factors and parties. Only two of the initial five categories of incentives were found to be relevant, packaging and waste. In addition, it was found that supply chain incentives in implementing a zero-waste bulk store system can be classified into five categories: (1) Relationships and cooperation experiences, (2) Issues, ideals, lifestyles, trends, and concepts of zero-waste bulk stores, (3) Sales and/or distribution cooperation systems, (4) Products, markets, and consumers, and (5) Scale and business considerations. The findings show that the decision to choose a less waste bulk store as one of the company's distribution systems is based on a wide range of considerations, from business considerations to considerations based on concepts supporting the continuity of business activities.

Keywords: *distribution system, zero-waste bulk store, unpackaged bulk store, supply chain incentives, business considerations, distribution decisions, alternative distribution*