

INTISARI

ALOKASI BIAYA DISTRIBUSI PENGIRIMAN BARANG YANG ADIL DAN MENGHARGAI FLEKSIBILITAS WAKTU MENGGUNAKAN PENDEKATAN TEORI PERMAINAN KOOPERATIF: NILAI SHAPLEY DAN *NUCLEOLUS*

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Pada perusahaan jasa logistik, pembagian alokasi biaya distribusi sangat penting agar perusahaan-perusahaan produsen yang mempercayakan pendistribusian barang memperoleh biaya alokasi yang rendah dibandingkan dengan mendistribusikannya secara mandiri. Alokasi biaya distribusi yang diusulkan harus bersifat adil karena setiap perusahaan produsen memiliki kontribusi yang berbeda-beda dalam menekan total alokasi biaya distribusi. Fleksibilitas waktu pengiriman ditawarkan oleh perusahaan logistik agar total alokasi biaya distribusi lebih rendah lagi. Pendekatan teori permainan kooperatif, yaitu nilai Shapley dan *Nucleolus*, agar tujuan pembagian alokasi biaya distribusi yang adil dan menghargai fleksibilitas dapat tercapai. Berdasarkan hasil yang didapat, nilai Shapley memberikan hasil yang lebih baik daripada *Nucleolus*.

ABSTRACT

FAIR ALLOCATION OF DELIVERY DISTRIBUTION COSTS AND APPRECIATE FLEXIBILITY OF TIME USING COOPERATIVE GAME THEORY APPROACH: SHAPLEY VALUE AND NUCLEOLUS

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In logistics service companies, the division of distribution cost allocation is essential so that producing companies that entrust the distribution of goods obtain a lower cost allocation than independent distribution. The proposed allocation of distribution costs must be fair because each producer company has a different contribution to reducing the total allocation of distribution costs. Logistics companies offer flexibility in delivery time so that the total distribution cost allocation is even lower. The cooperative game theory approach, namely the Shapley value and nucleolus, is carried out so that the goal of sharing the cost allocation of a fair distribution and respecting flexibility can be achieved. Based on the results obtained, Shapley's value gives better results than *Nucleolus*.