

INTISARI

Manajemen rantai pasok yang baik mutlak diperlukan dalam sebuah *corporate chain store* agar dapat meningkatkan daya saing dengan kompetitor. Masalah yang dapat ditimbulkan akibat dari manajemen rantai pasok yang tidak baik pada *corporate chain store* adalah tidak optimumnya pengalokasian distribusi produk di setiap cabang, sehingga dapat menimbulkan *overstock* atau *stock out*. Beberapa penelitian menunjukkan bahwa sistem rantai pasok menjadi lebih efisien jika didukung oleh sistem informasi yang baik. Oleh karena itu, pada penelitian ini dilakukan pengembangan sistem pendukung keputusan untuk alokasi distribusi produk pada gudang pusat *corporate chain store* lokal.

Perancangan Sistem Pendukung Keputusan dilakukan menggunakan Microsoft Visual Studio Express 2013 for Windows Dekstop, sedangkan untuk *database* Sistem Pendukung Keputusan menggunakan Microsoft Access 2013. *User Acceptance Testing* (UAT) dilakukan sebagai tahap akhir dalam pengembangan Sistem Pendukung Keputusan. UAT dilakukan pada karyawan gudang pusat Pamella Swalayan Supermarket yang bertanggung jawab untuk alokasi distribusi produk dan *server* data pusat. Hasil UAT menunjukkan bahwa tingkat penerimaan *user* adalah sebesar 87% dan 13% diterima dengan catatan tertentu.

Sistem Pendukung Keputusan yang dikembangkan diberi nama DSS-DC. DSS-DC mampu membantu dalam proses peramalan *demand*, mendukung dalam proses pengambilan keputusan alokasi distribusi produk ke setiap cabang, melakukan kontrol inventori produk di gudang pusat, membuat *purchase order* ke *principal*, serta pencatatan data transaksi *received* dan *delivery*. Penentuan alokasi distribusi produk ke setiap cabang swalayan didasarkan pada kontribusi penjualan setiap produk di masing-masing lokasi penjualan.

Kata kunci: Sistem Pendukung Keputusan, Manajemen Rantai Pasok, *Corporate Chain Store*, Alokasi Distribusi Produk

ABSTRACT

A good supply chain management is absolutely needed in corporate chain stores in order to improve their competitiveness with competitors. An inefficient supply chain management at corporate chain stores can lead to product allocation in each branches was not optimally distributed, so can causes over stock or stock out. Some studies indicate that supply chain becomes more efficient if it is supported by good information systems. Therefore, this research develop a Decision Support System for the product distribution and allocation in the distribution centre of a local corporate chain store.

Decision Support System was developed using Microsoft Visual Studio Express 2013 for Windows Desktop, whereas the database was using Microsoft Access 2013. User Acceptance Testing (UAT) performed as the final stage in the development of Decision Support Systems. UAT was performed to employees in distribution centre of Pamella Supermarket which is responsible for the product distribution and allocation. UAT results showed that the user acceptance level is equal to 87% and 13% was received with a certain note.

Decision Support System was named as DSS-DC. DSS-DC is able to help forecasting demand, support decision making process in product distribution and allocation to each branch, control the inventory in distribution center, create purchase order to the principal, as well as record transaction data of received and delivery. The product distribution and allocation to every branch of the supermarket was based on the contribution of the sale of each product in each sales location.

Keywords: Decision Support System, Supply Chain Management, Corporate Chain Store, Product Distribution and Allocation