

The application of data envelopment analysis in measuring the relative distribution channel productivity of Indonesian Infocom Company

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20352459&lokasi=lokal>

Abstrak

This research aims to apply the quantitative tool data envelopment analysis (DEA) to help a local infocom (information & telecommunication) company in measuring and comparing the productivity (i.e. efficiency) of its internet service supply forces. The company chose its outsource agencies to be evaluated on their distribution channel productivity.

The DEA is able to point out Which agency is the most productive (i.e. efficient) in its marketing effort relative to its peers. This unit afterward Will be set as a role model to set goals for improvement for its less efficient peers.

For that reason, the management has chosen several factors to compute the relative marketing efficiencies (i.e. productivity):

- (1) Number of employees (number of pesons)
- (2) Marketing fee (monthly values in Rp.)
- (3) Additional sales (number of subscribers)
- (4) Revenue (monthly values in Rp.)

This research is able to compare the agencies to determine which is the most productive, and the least productive in their contribution to add subscribers and generate revenue. Also, the benchmarking outcome is used to suggest specific targets for improvement for the inefficient units.