

Formulasi Strategi Pemulihan Pusat Perbelanjaan: Dengan Metode SWOT-Fuzzy AHP-COPRAS = Recovery Strategy Formulation for Shopping Centres: Using SWOT-Fuzzy AHP-COPRAS Method

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Abstrak

Pandemi COVID-19 telah menyebabkan krisis ekonomi di Indonesia. Industri pusat perbelanjaan sebagai tempat transaksi masyarakat terdampak cukup parah terutama dengan percepatan peralihan metode berbelanja menjadi online. Tujuan dari penelitian ini adalah mencari alternatif strategi pemulihan performa pusat perbelanjaan. Metode SWOT digunakan untuk mengidentifikasi faktor internal dan eksternal perusahaan melalui wawancara ahli. Metode Fuzzy AHP dilakukan untuk mendapatkan bobot setiap faktor internal dan eksternal SWOT tersebut. Metode Complex Proportional Assessment (COPRAS) digunakan untuk evaluasi performa alternatif strategi. Penelitian ini menghasilkan dua prioritas strategi, yaitu penyediaan fasilitas vaksinasi dan penyediaan fasilitas buy online pick up offline (BOPIS).

.....The COVID-19 pandemic has caused an economic crisis in Indonesia. The shopping center industry as a place for public transactions has been severely affected, especially with the acceleration of the transition to online shopping platforms. The aim of this study is to find an alternative strategy to restore the performance of shopping centers. SWOT method is used to identify the company's internal and external factors obtained through expert interviews. The FAHP method is used to obtain the weight of each internal and external SWOT factor. The Complex Proportional Assessment (COPRAS) method is used to evaluate the performance of each alternative strategies. This study resulted in two strategic priorities, accommodate a vaccination facility and provide buy online pick up offline (BOPIS) method facilities