

Perancangan strategi peningkatan kinerja vendor trucking untuk perusahaan freight forwarding menggunakan metode AHP-TOPSIS = Strategy design of trucking vendor performance improvement for freight forwarding company using AHP-TOPSIS method.

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Abstrak

Peningkatan penjualan e-commerce selama pandemi menyebabkan pertumbuhan pada pasar logistik, termasuk freight forwarding. Pertumbuhan ini membawa tantangan bagi perusahaan freight forwarding untuk selalu menyediakan layanan yang berkualitas. Salah satu elemen yang memiliki peran penting dalam kualitas layanan freight forwarding adalah vendor trucking yang digunakan. Penelitian ini bertujuan untuk mengevaluasi kinerja vendor trucking pada salah satu perusahaan freight forwarding di Indonesia. Metode Analytical Hierarchy Process (AHP) digunakan untuk menilai bobot kepentingan subkriteria evaluasi, sedangkan metode Technique for Order of Preference by Similarity to Ideal Solution (TOPSIS) digunakan untuk menilai kinerja vendor trucking. Kemudian, metode Importance-Performance Analysis (IPA) digunakan untuk mengidentifikasi subkriteria yang membutuhkan perbaikan, yaitu subkriteria yang memiliki bobot kepentingan yang tinggi, namun kinerja yang rendah. Hasil dari penelitian ini menyediakan usulan strategi untuk perusahaan agar dapat meningkatkan kinerja vendor trucking yang digunakan.

.....The increase in e-commerce sales during the pandemic led to growth in the logistics market, including freight forwarding. This growth brings challenges for freight forwarding companies to always provide excellent quality of services. One element that has an important role in the quality of freight forwarding services is the trucking vendor used. This study aims to evaluate the performance of trucking vendors at a freight forwarding company in Indonesia. The Analytical Hierarchy Process (AHP) method is used to assess the importance of the evaluation indicators, while the Technique for Order of Preference by Similarity to Ideal Solution (TOPSIS) method is used to assess trucking vendor performance. Then, the Importance-Performance Analysis (IPA) method is used to identify indicators that need improvement, namely indicators that have a high importance weight, but low performance. The results of this study provide a proposed strategy for the company in order to improve the performance of the trucking vendors used.