Penilaian Kinerja SPBU Berdasarkan Status Kepemilikan di Indonesia Menggunakan Metode Data Envelopment Analysis = Performance Measurement of Gas Station in Indonesia Based on Ownership Status Using Two-Stage Data Envelopment Analysis

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Abstrak

Pertumbuhan bisnis SPBU di Indonesia semakin meningkat dari tahun ke tahun. Hal tersebut menuntut perusahaan-perusahaan di industri ritel minyak dan gas, khususnya SPBU untuk meningkatkan kinerjanya. SPBU milik BUMN di Indonesia memiliki 3 skema kepemilikan, yaitu COCO (Company Owned, Company Operated), CODO (Company Owned, Dealer Operated), dan DODO (Dealer Owned, Dealer Operated). Studi ini menganalisis perbedaan kinerja dari ketiga skema tersebut. Hasilnya dapat digunakan sebagai perencanaan strategis perusahaan. Kinerja SPBU diukur dari efisiensi masing-masing unit SPBU, serta perbedaan antara ketiga skema tersebut. Data Envelopment Analysis (DEA) dua tahap digunakan untuk menghitung efisiensi masing-masing SPBU. Pada DEA tahap pertama, mengukur efisiensi pada aspek operasional SPBU dengan tujuan memaksimalkan angka penjualan dan transaksi. Pada DEA tahap kedua, mengukur efisiensi biaya di SPBU, dengan meminimalkan biaya di SPBU. Berdasarkan temuan penelitian, SPBU COCO memiliki kinerja tertinggi pada tahap 1 dengan rata-rata efisiensi sebesar 0,84. Pada tahap 2 yaitu tahap efisiensi biaya, SPBU CODO unggul dengan rata-rata efisiensi sebesar 0,88. SPBU DODO memiliki efisiensi rendah pada kedua tahap.

.....The growth of the gas station business in Indonesia is increasing from year to year. It requires companies in oil and gas industries to improve performance. Oil and gas company state-owned in Indonesia have 3 ownership schemes, namely COCO (Company Owned, Company Operated), CODO (Company Owned, Dealer Operated), and DODO (Dealer Owned, Dealer Operated). This study analyzes differences in the performance of the three schemes. The results can be used as company's strategic planning. Gas station performance measured by the efficiency of each gas station unit, also differences between the three schemes. Two-stage Data Envelopment Analysis (DEA) is used to calculate the efficiency of each gas station. In the first phase of DEA, measuring efficiency in the operational aspects of gas stations with the aim of maximizing sales and transaction numbers. In the second stage of DEA, it measures cost efficiency at gas stations, by minimizing the cost at gas stations. According to the research, COCO gas stations have the highest performance in stage 1 with an average efficiency of 0.84. In stage 2, namely the cost efficiency stage, CODO gas stations excel with an average efficiency of 0.88. DODO gas stations have low efficiency at both stages.