

# Rekayasa Ulang Proses Pengadaan B2B di Sektor Minyak dan Gas: Pembelian Langsung di Platform Elektronik PaDi UMKM = Enhancing B2B Direct Purchasing through MSMEs E-commerce: Prioritizing Quality Attributes and Reengineering Processes in an Oil and Gas Company

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## Abstrak

Optimalisasi proses pembelian langsung melalui platform e-commerce Business-to-business (B2B) memainkan peran penting dalam mengurangi waktu proses pengadaan barang dan jasa. Misalnya, menyederhanakan pencarian dan perbandingan produk dan pemasok. Namun, hanya sedikit penelitian yang dilakukan mengenai perbaikan proses bisnis dan penilaian tingkat kepentingan atribut kualitas proses pembelian langsung melalui e-commerce pada suatu korporasi besar. Untuk mengurangi kesenjangan penelitian ini, penelitian ini bertujuan untuk memperbaiki proses bisnis pembelian langsung yang didasari oleh prioritas kualitas atribut permasalahannya. Dua metode penelitian diterapkan: Pertama, Multi Criteria Decision Making (MCDM) dengan Fuzzy Analytical Hierarchy Process (FAHP) digunakan untuk mengidentifikasi atribut kualitas kritis yang didapatkan dari artikel jurnal dengan persetujuan praktisi ahli di industry terkait. Kedua, Business Process Reengineering (BPR) digunakan untuk memperbaiki proses bisnis pembelian langsung untuk meningkatkan efisiensi proses end-to-end. Hasil analisis MCDM menghasilkan urutan prioritas kategori pada proses pembelian langsung antara lain Financial Flow, Commercial Flow, Information Flow, Logistics Flow, dan Design Flow. Selain itu, BPR yang dilakukan dapat meningkatkan waktu proses pembelian langsung hingga 18%. Studi ini memberikan wawasan praktis bagi praktisi pengadaan dalam menyusun proses bisnis pembelian langsung melalui platform e-commerce di korporasi besar.

.....Efficient procurement processes are crucial for oil and gas companies to meet their business needs. This study focuses on improving the direct purchasing process of an Indonesian oil and gas company through its MSMEs E-commerce platform. The research employs a two-step approach: first, Multi Criteria Decision Making (MCDM) with Fuzzy Analytical Hierarchy Process (FAHP) is used to prioritize critical quality attributes based on expert opinions; second, Business Process Reengineering (BPR) is applied to redesign the process based on the prioritized attributes. The FAHP analysis reveals that Financial Flow, Commercial Flow, and Information Flow are the top priority categories, with payment accuracy, order fulfillment, and system integration being the most critical attributes. The redesigned process, which eliminates redundant steps and improves payment and order handling, achieves an 18% reduction in processing time. The findings provide practical insights for procurement practitioners in structuring direct purchasing processes via e-commerce platforms and highlight the value of combining MCDM and BPR for process improvement.