

ANALYSIS OF DISTRIBUTOR PERFORMANCE BASED ON MANUFACTURER AND DISTRIBUTOR PERSPECTIVE

A THESIS

**Submitted for Partial Fulfillment of the Requirements
for the Degree of Bachelor in Industrial Engineering**



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UNIVERSITAS ATMA JAYA YOGYAKARTA
2019**

IDENTIFICATION PAGE

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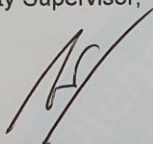
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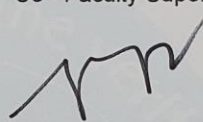
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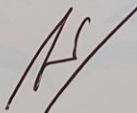
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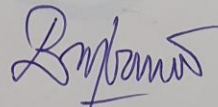
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Hereby states my final assignment entitled "Analysis of Distributor Performance based on Manufacturer and Distributor Perspective" is the original the result of research that conducted in 2018/2019 Academic Year and this thesis has not already been submitted for any other degree.

I certify that to the best of my knowledge and belief, this thesis which I wrote does not contain the works plagiarism from any work, except those cited in the quotations and bibliography, as a scientific paper should.

In addition, if later a discrepancy is found with this statement, then I am willing to be prosecuted and processed in accordance with the applicable provisions including to revoke the Bachelor's degree that has been given by Universitas Atma Jaya Yogyakarta to me.

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PREFACE

The completion of this thesis entitled “Analysis of Distributor Performance Based on Manufacturer and Distributor Perspective” as the final accomplishment of my study period as an Industrial Engineering Student of Universitas Atma Jaya Yogyakarta. During this process of thesis completion, there are a lot of motivations, supports, blessing and guidance that given by many parties. Deepest gratitude will be given to:

1. My beloved God, Jesus Christ for His never ending blessing and grace in the thesis completion process.
2. All of my family members, Papah, Mamah and Nathan who always give endless supports and motivations during my study periods.
3. Mr. Dr. A. Teguh Siswanto, M.Sc., as the Dean of Faculty of Industrial Technology, Universitas Atma Jaya Yogyakarta.
4. Mr. The Jin Ai, S.T., M.T., D.Eng., as the Faculty Supervisor and Mrs. Ririn Diar Astanti, S.T., M.T., D.Eng., as Head of Industrial Engineering Department and the Co-Supervisor that always guide and assist in every step and process of this thesis completion.
5. Mr. Toto Mulyanto and Mrs. Leny Widodo, as the owners of the object of my thesis research.
6. My family, Boboh and Susuk who always support me to finish my bachelor degree.
7. My beloved Gembul Partners, Juan Pranajaya and Billa Oktina who always accompany me through this ups and downs of study period.
8. My beloved support systems, who always entertain and cheer me up during this time of study period, sweetest gratitude will be given for Bella Lestari, Albert Diantoro, Yo’el Pradipta, Vania Aureliana, Mitauli Sinaga, Andro Wijaya and Yessica Paramita.
9. My spiritual mother, Rosalina Omega and all of Vi-Fa members for every encouragements during this time of study period.
10. TIKI 2015 family, especially for Elizabeth Natalia, Sarah Yohana and Pradisty Herlina.
11. Youth Impact Jogja as my second home during this time of study.
12. All of my friends that cannot mention one by one.

I realize this research is far from perfection and expectation but hopefully this research can be useful for other parties, especially for CV.X and I am glad to receive any suggestions and critics to improve this research.

Yogyakarta, October 10th 2019

Author

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ABSTRACT

Distributor business model is one of the challenging business models in this modern era. A distributor runs as an intermediary subject in the supply chain. As an intermediary parties, distributor should give the best performance in order to fulfill the expectation from the principals as the supplier and the customer. In order to achieve the best performance, distributor must understand about Key Performance Indicators that should be completed for achieving the best result.

CV. X is a distributor that offers logistic-delivery service. Currently, CV.X still not defined the Key Performance Indicator to measure its performance. This study and research are carried out in order to help CV.X for measuring the performance by defining Key Performance Indicator of performance Indicator based on the principal and distributor perspective, designing a measurement tools using Rubric, measuring the current performance, evaluating current performance using Traffic Light System Method and proposing improvement for the current performance using the performance indicator from the measurement tool. A performance measurement is very important for the distributor in order to increase the business growth.

There are three results of this research. First, the rubric of the measurement tools. The second output is weight of each performance indicator criteria that calculated using pairwise comparison, individual and overall score of current performance indicator and evaluation and improvements result of each performance indicators.

Keywords: Key Performance Indicator, Performance Measurement, Rubric, Pairwise Comparison, Weight of Performance Indicator, Traffic Light System, Performance Evaluation