

## ABSTRAK

### PENGUKURAN DAN EVALUASI KINERJA MITRA *THIRD PARTY LOGISTICS* (3PL) MENGGUNAKAN METODE ANP DAN DEMATEL (Studi Kasus: PT. Kampung Marketerindo Berdaya)

Anwar Abdur Rosyid  
H1E020019

PT. Kampung Marketerindo Berdaya merupakan perusahaan *startup* yang berkolaborasi dengan pebisnis online dan UMKM untuk membantu optimalisasi bisnis *E-Commerce* sebagai “*E-Commerce Enabler*”. Dalam proses bisnisnya perusahaan bekerjasama dengan mitra *Third Party Logistic* (3PL). Namun, masih ditemui beberapa permasalahan yang terjadi mengenai kinerja mitra 3PL yaitu kinerja pelayanan yang tidak sesuai dengan yang diharapkan sehingga muncul klaim masalah dari *customer*. Dalam mengatasi permasalahan tersebut diperlukan evaluasi terhadap kinerja mitra *Third Party Logistic*. Pada penelitian ini pengukuran dan evaluasi kinerja mitra 3PL menggunakan metode ANP dan DEMATEL. Metode DEMATEL digunakan untuk menganalisis hubungan antar kriteria/sub-kriteria dalam evaluasi sehingga diperoleh struktur jaringan kriteria yang lebih kompleks yang membantu memperjelas hubungan antar kriteria pada model jaringan ANP sehingga bobot kriteria lebih akurat dan obyektif. Berdasarkan hasil pengukuran kinerja mitra 3PL diperoleh mitra terbaik yaitu Si Cepat Express dengan nilai total kinerja 56,98. Urutan kedua yaitu mitra SAP Express memperoleh nilai kinerja 56,35. Ketiga mitra iD Express dengan nilai kinerja 52,08. Selanjutnya urutan terakhir adalah mitra JNE dengan nilai kinerja total 49,84. Adapun saran perbaikan yang dapat dilakukan yaitu: (1) Evaluasi dan monitoring berkala *on time delivery* pengiriman. (2) Monitoring *lead time* dan perencanaan waktu pengiriman yang tepat. (3) Mengoptimalkan rute pengiriman untuk penghematan waktu dan meningkatkan efisiensi transportasi dengan penerapan *Transportation Management System* (TMS). (4) Proses *quality control packaging* sebelum pengiriman untuk memastikan kelengkapan barang dan kualitas pengemasan produk yang dikirim oleh mitra 3L.

**Kata kunci:** *Third Party Logistic*, DEMATEL, ANP

## ABSTRACT

### **MEASUREMENT AND EVALUATION OF THIRD PARTY LOGISTICS (3PL) PARTNER PERFORMANCE USING ANP AND DEMATEL METHODS (Case Study: PT. Kampung Marketerindo Berdaya)**

**Anwar Abdur Rosyid  
H1E020019**

*PT Kampung Marketerindo Berdaya is a startup company that collaborates with online businesses and MSMEs to optimize e-commerce businesses as an "e-commerce enabler." In its business process, the company collaborates with third-party logistics (3PL) partners. However, there are still some problems that occur regarding the performance of 3PL partners, namely service performance that is not as expected, which gives rise to customer complaints. To address these challenges, it is essential to conduct a comprehensive evaluation of the performance of third-party logistics (3PL) partners. In this study, we employ the DEMATEL-ANP method integration to assess the performance of 3PL partners. The DEMATEL method is utilized to analyze the interrelationships between criteria and sub-criteria, thereby facilitating the generation of a more complex network structure of criteria. This, in turn, facilitates the clarification of the relationship between criteria in the ANP network model, leading to more accurate and objective criteria weights. The results of the performance measurement of 3PL partners indicate that Si Cepat Express is the most effective partner, with a total performance value of 56.98. SAP Express Partners ranked second, with a performance value of 56.35. Third place was held by iD Express Partners, with a performance value of 52.08. Finally, JNE Partners ranked last, with a total performance value of 49.84. The proposed for improvements have been put forth: (1) Periodic evaluation and monitoring of on-time delivery of shipments. (2) Monitoring lead time and planning the optimal delivery time. (3) Optimizing delivery routes to save time and improve transportation efficiency by implementing a Transportation Management System (TMS). (4) A quality control process for packaging before delivery to ensure the completeness of goods and the quality of product packaging sent by 3L partners.*

**Keywords:** *Third Party Logistic, DEMATEL, ANP*