

ABSTRAK

RANCANGAN *STRATEGI SUPPLY ABILITY SPARE PART* PRODUK WEATHERSTRIP KIT FR DENGAN METODE SWOT DAN QSPM (Studi Kasus: PT Toyota-Astra Motor, Service Parts Logistic Division)

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Industri otomotif, khususnya distribusi *spare part*, menghadapi tantangan dalam menjaga ketersediaan barang untuk memenuhi permintaan pasar yang fluktuatif. PT Toyota-Astra Motor, Service Parts Logistic Division mengalami masalah pada pengelolaan *supply ability spare part* Weatherstrip Kit FR akibat kondisi *overstock*, *understock*, dan karakteristik produk yang mudah rusak. Tujuan dari penelitian ini adalah dengan mengetahui faktor apa saja yang memengaruhi *supply ability* dan melakukan perancangan *supply ability* perusahaan. Untuk mengatasi permasalahan tersebut, analisis strategis dilakukan menggunakan metode SWOT dan *Quantitative Strategic Planning Matrix* (QSPM). SWOT digunakan untuk mengidentifikasi faktor internal dan eksternal. Berdasarkan analisis SWOT, sejumlah alternatif strategi dirumuskan untuk meningkatkan kinerja *supply ability*. Melalui QSPM, alternatif strategi dievaluasi dan diprioritaskan berdasarkan tingkat daya tarik strategisnya. Hasilnya menunjukkan bahwa strategi yang tetap adalah *turn around* karena berada di kuadran III, yang kemudian dirumuskan 6 strategi. Setelah dilakukan penilaian dengan QSPM didapatkan bahwa strategi terpilih yaitu Memperbaiki sistem penyusunan stok agar bisa memenuhi setiap pesanan dari gudang regional. Kemudian strategi ini didiskusikan dengan petinggi di perusahaan agar diselaraskan dengan kondisi perusahaan saat ini. Maka didapatkan alur pengaplikasian yang sesuai.

Kata Kunci: QSPM, Supply ability, SWOT, Weatherstrip Kit FR

ABSTRACT

DESIGN OF SUPPLY ABILITY STRATEGY FOR WEATHERSTRIP KIT FR SPARE PART PRODUCT USING SWOT AND QSPM (Case Study: PT Toyota-Astra Motor, Service Parts Logistic Division)

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The automotive industry, particularly in the distribution of spare parts, faces challenges in maintaining product availability to meet fluctuating market demand. PT Toyota-Astra Motor, Service Parts Logistic Division encounters issues in managing the supply ability of the Weatherstrip Kit FR spare parts due to overstock, understock, and the perishable nature of the product. This study aims to identify factors influencing supply ability and to design the company's supply ability strategy. To address these issues, a strategic analysis was conducted using the SWOT method and the Quantitative Strategic Planning Matrix (QSPM). SWOT was used to identify internal and external factors. Based on the SWOT analysis, several alternative strategies were formulated to improve supply ability performance. Through QSPM, these strategies were evaluated and prioritized based on their strategic attractiveness. The results showed that the turnaround strategy is most appropriate as the company is positioned in Quadrant III, leading to the formulation of six strategies. After evaluation using QSPM, the selected strategy was improving the stock arrangement system to fulfill every order from regional warehouses. This strategy was then discussed with the company's executives to align it with the current company conditions. A suitable implementation workflow was then developed.

Keywords: QSPM, Supply ability, SWOT, Weatherstrip Kit FR