

Abstrak :

Bear Brand sebagai merek susu steril yang kompetitif di pasar Indonesia, Bear Brand sangat bergantung pada proses distribusi produk untuk mencapai konsumen. Keterlibatan distributor dalam 65% proses penyaluran ini menyebabkan terbentuknya jaringan atau *channel* distribusi yang beragam dan kompleks. Tujuannya adalah mengkaji efisiensi distribusi Nestle dan mengidentifikasi atribut produk penting yang memengaruhi efektivitas saluran. Menggunakan metode survei di DKI Jakarta dengan sampel 100 pedagang perantara (diambil dari populasi 28.808 *outlet*), instrumen penelitian divalidasi dan direliabilitasi dengan baik (Cronbach's Alpha > 0,80). Analisis data utama menggunakan Analisis Faktor, yang dinyatakan layak (KMO = 0,629), berhasil mengelompokkan 20 atribut distribusi menjadi enam faktor utama. Hasil menunjukkan bahwa efektivitas distribusi sangat didorong oleh aspek finansial; tiga faktor paling dominan adalah Faktor Margin Laba (didukung oleh *Margin laba* 0,70 dan *Harga terjangkau* 0,66), Faktor Struktur Harga (0,70), dan Faktor Kualitas Produk (*Kualitas produk baik* 0,60). Faktor pendukung lain seperti *Persyaratan penjualan mudah* (0,62) dan *Ketersediaan produk setiap hari* (0,50) juga signifikan, sementara *Faktor Komunikasi dan Informasi* menunjukkan korelasi lemah (0,35). Kesimpulannya, profitabilitas dan kualitas adalah kunci utama saluran distribusi Bear Brand, sehingga Nestle disarankan untuk memperkuat *Margin Laba* dan *Struktur Harga* sambil meningkatkan kemudahan bertransaksi dan meninjau ulang efektivitas penyampaian informasi kepada outlet.

Analisis data utama menggunakan *Important Performance Analysis* (IPA) yang membandingkan Tingkat Kepentingan (Y) dan Tingkat Kinerja (X) atribut distribusi. Secara umum, pelaksanaan faktor distribusi dianggap efektif, dengan atribut seperti jaminan atas keterlambatan pengiriman dan margin laba memadai dinilai sangat penting dan kinerjanya tinggi. Namun, analisis IPA menunjukkan bahwa atribut Fasilitas Penjualan yang Disediakan berada di Kuadran I (Prioritas Utama), mengindikasikan kepentingan tinggi namun kinerja masih kurang optimal, sehingga memerlukan peningkatan segera. Sebaliknya, kinerja pada Sistem Bonus Memadai perlu ditinjau ulang karena dianggap berlebihan (Kuadran IV). Kesimpulannya, meskipun saluran distribusi Bear Brand sudah efektif, perusahaan harus menjadikan peningkatan pada fasilitas penjualan sebagai fokus utama strategis.

Kata kunci: Analisis Faktor, Bear Brand, profitabilitas, saluran distribusi

Abstract:

Bear Brand as a competitive sterilized milk brand in the Indonesian market, Bear Brand heavily relies on its product distribution process to reach consumers. The involvement of distributors in 65% of the channeling process creates a diverse and complex network of distribution channels. The primary objective of this study was to examine the efficiency of Nestle's distribution and to identify critical product attributes that influence channel effectiveness. A survey method was employed in DKI Jakarta, utilizing a sample of 100 intermediary traders drawn from a population of 28,808 outlets. The research instrument was confirmed to be reliable and valid (Cronbach's Alpha > 0.80). The main data analysis utilized Factor Analysis, which was deemed suitable (Kaiser-Meyer-Olkin (KMO) = 0.629), successfully grouping 20 distribution attributes into six principal factors. The results indicate that distribution effectiveness is significantly driven by financial aspects. The three most dominant factors identified were the Profit Margin Factor (supported by adequate profit margin 0.70 and affordable price 0.66), the Price Structure Factor (0.70), and the Product Quality Factor (good product quality 0.60). Supporting factors, such as easy sales requirements (0.62) and daily product availability (0.50), were also significant, whereas the Communication and Information Factor showed a weak correlation (0.35). In conclusion, profitability and quality are the main keys to the success of the Bear Brand distribution channel. Therefore, it is recommended that Nestle strengthen the Profit Margin and Price Structure Factors while simultaneously improving ease of transaction and reviewing the effectiveness of information delivery to outlet.

The main data analysis employed Important Performance Analysis (IPA), which compares the Importance Level (Y) and Performance Level (X) of the distribution attributes. In general, the execution of the distribution factors was considered effective, with attributes such as guaranteed delivery delay and adequate profit margins rated highly important and having high performance. However, the IPA analysis shows that the attribute Sales Facilities Provided falls into Quadrant I (Concentrate Here/Primary Priority), indicating high importance but suboptimal performance, thus requiring immediate improvement. Conversely, the performance of the Adequate Bonus System needs to be reviewed as it is considered excessive (Quadrant IV). In conclusion, although Bear Brand's distribution channel is already effective, the company must make the improvement of sales facilities a primary strategic focus.

Keywords: factor analysis, bear brand, distribution channel. profit