

ABSTRACT

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THE EFFECT OF LOGISTICS MANAGEMENT ON COMPANY'S PERFORMANCE AT PT. BUMI SARI PRIMA, PEMATANGSIANTAR

(xix + 94 pages; 7 figures; 42 tables; 9 appendices)

The components inside logistics management, such as material handling, warehouse management, inventory management, transport management, reverse logistics management, and other logistics activities are practiced in most companies, and this has a positive effect on the company's performance. Well managed and innovative logistics management of a company will improve the company's performance itself. The company's performance is transparent and visible, it can be seen by anyone inside or outside of the company.

From this research, it is revealed that there is an effect of logistics management on the company's performance, although there are also some variables other than logistics management that can affect the performance. The indicators of logistics management are warehouse management, inventory management, transport management, and reverse logistics management. The indicators of the company's performance are customer service delivery levels and operational cost reduction.

Warehousing management stores products such as raw materials, goods in the process and finished goods before they are sent and delivered to the customers. Inventory management is responsible for minimizing cost and maximizing profit and meeting customers' needs and demands. Transport management controls the transportation service, by reducing the cost of delivery, maintaining and improving the delivery speed as well as reducing product damaged while being delivered. Reverse logistics management includes product returns, recycling or reuse of materials, disposal of waste, repairing, and remanufacturing.

Keywords: Logistics Management, Company's Performance, Customer Satisfaction

References: 15 (2016-2020)

ABSTRAK

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PENGARUH MANAJEMEN LOGISTIK TERHADAP KINERJA PERUSAHAAN DI PT. BUMI SARI PRIMA, PEMATANGSIANTAR

(xix + 94 halaman; 7 gambar; 42 tabel; 9 lampiran)

Komponen dalam manajemen logistik, seperti penanganan material, manajemen gudang, manajemen persediaan, manajemen transportasi, manajemen logistik terbalik, dan kegiatan logistik lainnya dipraktikkan di sebagian besar perusahaan, dan ini memiliki efek positif pada kinerja perusahaan. Manajemen logistik perusahaan yang dikelola dengan baik dan inovatif akan meningkatkan kinerja perusahaan itu sendiri. Kinerja perusahaan bersifat transparan, dan dapat dilihat oleh siapa saja di dalam atau di luar perusahaan.

Dari penelitian ini, terungkap bahwa ada pengaruh manajemen logistik terhadap kinerja perusahaan, meskipun ada juga beberapa variabel selain manajemen logistik yang dapat mempengaruhi kinerja. Indikator manajemen logistik adalah manajemen gudang, manajemen persediaan, manajemen transportasi, dan manajemen logistik terbalik. Indikator kinerja perusahaan adalah tingkat pengiriman layanan pelanggan dan pengurangan biaya operasional.

Manajemen pergudangan menyimpan produk seperti bahan baku, barang dalam proses dan barang jadi sebelum dikirim dan dikirim ke pelanggan. Manajemen persediaan bertanggung jawab untuk meminimalkan biaya dan memaksimalkan keuntungan dan memenuhi kebutuhan dan permintaan pelanggan. Manajemen transportasi mengontrol layanan transportasi, dengan mengurangi biaya pengiriman, mempertahankan dan meningkatkan kecepatan pengiriman serta mengurangi kerusakan produk saat dikirim. Manajemen logistik terbalik meliputi pengembalian produk, daur ulang atau penggunaan kembali bahan, pembuangan limbah, perbaikan, dan pembuatan ulang.

Kata kunci: Manajemen Logistik, Kinerja Perusahaan, Kepuasan Pelanggan

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