ANALYSIS OF APOTEK PANEL ELECTION TO SERVE CUSTOMER OF ROCHE DIABETIC CARE PRODUCT in SURABAYA

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In the business environment, the atmosphere is getting tight more and more, a distribution company in making good strategy in distribution needs a good accuracy and calculation. At present, making decision is just based on intuition and history to make its distribution strategy. So, this research will discuss its distribution network of diabetic care roche product by using Analytical Hierarchy Process Method (AHP) and P Median to choose minimum gap.

By AHP method, first of all we made matrix creation of preference comparison among given criteria, they are cooperative aspect, delivery team aspect, customer aspect, promotion aspect, and neutral aspect from panel apotek. From the process, next will be got preference vector and quality of each product.

Next, we need to make preference comparison among panel apotek. Matrix making is done in each are of sales representative. in Surabaya, it is supported with 4 sales representative so that preference comparison between panel apotek is done in each areas. From the process we will get preference vector between panel apotek candidate. Next, preference vector criteria and preference vector of panel apotek candidate is multiplied so that we will get preference ranking of panel apotek in each sales representative.

The next step is making gap matrix each panel apotek candidate. If there is distance between two panel apotek less than 5 KM, so one of them that have lower preference rank must eliminated. It is because the distance between from apotek to customer is 5 KM-10KM, we take minimum distance so dissemination of apotek panel is still kept.

From the process above, we produce 11 apotek becoming apotek panel, they are Wijaya Kusuma, Mitra farma, Bagas Waras, Sumber Bahagia, HIS, Argopuro, Sumber Kasih, Pasya, KF 24, Jireh, and Babatan farma. Next, we use P-Median Method – making matrix distance about 11 apotek panel with all end user to Apotek panel so that we can find the shortest distance each and user so that we find each coverage apotek panel to end user, they are 6 end users, Mitra Farma serving 3 end user, Bagas Waras serving 18 end user, Sumber Bahagia serving 33 end user, HIS serving 33 end user, Argopuro serving 34 end user, Sumber Kasih serving 55 end user, Pasya serving 11 end user, KF serving 15 end user, Jireh serving 7 end user, Babatan farma is not serving so that p-median method is horning into 10 apotek which has to be apotek panel because Babatan farma is not serving customer.

Keyword : election, end user, apotek panel, AHP, P-median, Minimum distance, dissemination apotek, serving.