

ORGANISING LOGISTICS IN ALFAMART SAMBAS SUB DISTRICT, TUMUK MANGGIS VILLAGE

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Abstract

This study aims to evaluate and analyse the organisation of logistics at Alfamart located in Sambas Sub-district, Tumuk Manggis Village. In this study, a descriptive qualitative approach was used using observation methods, in-depth interviews with store managers, logistics staff, and documentation analysis. The results showed that Alfamart Tumuk Manggis Village has implemented a structured logistics management system, including goods receipt, storage, and distribution to sales shelves. However, some of the challenges faced include limited storage space, fluctuations in customer demand, and coordination with suppliers. A product category-based storage system and the use of inventory management software have helped with operational efficiency, but there are still constraints in managing stock-outs and seasonal products. This research suggests increasing warehouse capacity, optimising information technology, and regular training for logistics staff to improve the performance of better logistics organisation. With these improvements, it is expected that Alfamart Sambas Sub-district will be able to improve the efficiency and effectiveness of its logistics operations so that it can provide optimal service to customers.

Keywords: Organisation, Logistics at Alfamart, Sambas Sub-district, Tumuk Manggis Village.

Introduction

In an era of globalisation marked by stronger interconnections between countries and intensified business competition. Companies are faced with challenges that cannot be taken lightly. In the midst of rapidly changing market dynamics and increasingly high customer expectations, logistics management is one of the important factors that can determine the success of a company. PT Sumber Alfaria Trijaya Tbk or known as trading Alfamart is a retail trading company headquartered in Tangerang. The company has 34 distribution centres and 19,000 minimarkets spread throughout Indonesia, including in Sambas District. The company certainly makes use of logistics management in its organisation. Logistics management is not just a simple process of managing the distribution of goods from point A to point B. It is more than

that. More than that, logistics management includes a series of strategic activities that include planning, organising, implementing, and controlling the flow of materials and information from the beginning of production to final consumption. In this case, logistics management serves as the backbone that supports the company's overall operations.

For this reason, logistics management activities in a company are certainly needed, especially at Alfamart, which sells a variety of products from food to necessities related to daily life. In an effort to reach all minimarkets spread throughout Indonesia, Alfamart will use manage the distribution of products that they will sell. This is where logistics management functions to smooth the distribution of goods from the centre to the other places you want to go. This certainly requires a fairly complicated process in order to achieve the ultimate goal of consumption.

This research was conducted in order to fulfil the Logistics Business Management course assignments, and to find out what the logistics management system is like in a company aimed at Alfamart. Which is focused on Alfamart which is located in Sambas District, Tumuk Manggis Village. This mini research is expected to provide an overview of qualitative research.

This research is expected to be useful to increase knowledge, experience and know about logistics management systems, especially at Alfamart which can be a strong example in the distribution of its products.

Framework of Thought

Logistics Management

Logistics is the process of strategically managing the procurement, movement and storage of materials, parts, and final supplies (and associated information flows), through the organisation and its marketing channels in some way to achieve maximum future profitability through cost-effective order fulfillment.

According to CSCMP, logistics is the process of planning, implementing, and controlling procedures for the efficient and effective transport and storage of goods including services, and related information from the point of origin to the point of consumption with the aim of meeting consumer needs. This definition includes inbound, outbound, internal and external movements.

Logistics management is the part of supply chain management that plans, implements, and controls the *forward* and *reverse flow* and storage of products, services, and related information between the point of origin and the point of consumption to fulfil customer needs effectively and efficiently. Logistics management activities typically include inbound and outbound transport management, fleet

management, warehousing, material handling, order fulfilment, logistics network design, inventory management, supply/demand planning, and management of third-party logistics service providers. To varying degrees, the logistics function also includes sourcing and procurement, production planning and scheduling, order packaging and consolidation, and customer service. It is related or concerned with all planning and execution at the strategic, operational and tactical levels. Logistics management is an integrating function, which coordinates and optimises all logistics activities, and integrates logistics activities with other functions including marketing, sales manufacturing, finance, and information technology. ("Logistics Management - Annisa Kesy Garside - Google Books," n.d.)

Logistics management is the process of planning, implementing, and controlling the processes of logistics activities ranging from procurement, storage, elimination, and distribution to meet customer needs. In public organisations, logistics management is closely related to the implementation of government functions. This process not only revolves around the procurement of goods for the needs of a government agency, but also has an important role in people's lives. This is because logistics management activities are very much related to daily life related to the implementation of government tasks.

In general, logistics activities are the delivery and delivery of goods or materials with a certain amount and the right time to a certain location at the minimum possible cost. Through the logistics process, materials can reach the place of production through distribution channels so as to provide good *utility*. Thus, the logistics system is a source of *creation of the new value* added, namely in facilitating and expediting the flow of goods and services so that it becomes an integrated service which in turn is a source of income. The larger an organisation is, the more complicated logistics management must be because of the more diverse materials, goods, tools, and facilities that are handled. (Rahmatullah, Mahsyar, & Rahim, 2020)

Methodology

Location and Time of Research

This research was conducted at Alfamart Tumuk Manggis, Sambas District, Merdeka Street, Sambas Regency. On 5 November 2024. Observation to Alfamart took 1 hour.

Research Subjects and Methods

The subject of this research is Nurbeti as the assistant head of the store at Alfamart. Data and explanations were obtained from him. The research method used in this research is a qualitative method, namely interviews.

Research Preparation

The first step of this research is to study the literature provided by the Logistics Business Management Lecturer. Before conducting research, first prepare a permission letter to go to the field, recording devices, interview guidelines and other instruments to support the smooth running of the research. Then the researcher looks for subjects who meet the criteria.

Research Implementation

Researchers established good communication to facilitate the research process. Then the researcher chose a place that met the criteria for conducting interviews, by making an appointment with the relevant parties to conduct interviews.

Research Results Interviewee Profile Name: Nurbeti

Occupation: Assistant Store Head Workplace Address: Jalan Merdeka District: Sambas

District/City : Sambas Province: West Kalimantan Company Status: Private Building

Status: Lease Interview Results

- a. Goods provided at Alfamart Tumuk Manggis are goods from the centre. Demand for goods depends on sales at Alfamart Tumuk Manggis. Pluses and minuses in the store adjust to the goods distributed from the centre.
- b. For goods that arrive erratically, sometimes less than once a week, depending again on the distribution centre. The number of goods imported depends on the sales in Alfamart Tumuk Manggis, if the goods that come are less, they will be sent again in the next shipment.
- c. The initial distribution centre was at Jalan Ambawang, Pontianak City.
- d. In checking goods that have expired, they are usually returned to the centre, there is a time limit in withdrawing goods such as 90 days which is commonly referred to as RH. Then it is validated by the IC which is the Alfamart centre. The government does not interfere with checking the expiry of goods, this is supervised by the company itself. And if the government has time to check the expired goods, the goods will be returned immediately, but the government does not fully participate in this matter.
- e. If there is an error in handling the goods during distribution, it will be returned. If the damaged goods are already in the warehouse, they will be returned in the next shipment.
- f. In the storage system of goods in the warehouse, it is distinguished according to the category of goods. Like food and drinks are differentiated in a place that is adjusted to the SO in Alfamart.

- g. In the procurement of the warehouse, it was chosen at alfamart only so as not to inconvenience employees to pick up the items needed in consumer demand.
- h. There is no specialist in the warehouse, but only requires employees who have worked at Alfamart Tumuk Manggis to manage the goods that come and those in the warehouse.
- i. Leaders in Afamart Tumuk Manggis are divided into 3, namely AC, AM, and Head of Store. Leaders in Alfamart Tumuk Manggis behave well towards employees who work there, if there are sick employees he does not force to work. Because he prioritises health over work. The leader there is considered not so firm, but wise in making decisions such as the case example above.
- j. If there are problems with good goods, for example lost. Then it will be communicated among employees and leaders in Alfamart Tumuk Manggis. The decision taken is usually the store that bears everything such as salary deductions from employees and leaders. The leader has the task of controlling the problem and how the organising system occurs at Alfamart Tumuk Manggis.

Conclusion

From the results of the interview, it can be concluded that Alfamart Tumuk Manggis conducts management that is supervised by the leadership there and also the central party who regulates the demand for existing goods. Expired goods are also managed properly by the centre and related parties at Alfamart Tumuk Manggis. The leadership system in Alfamart Tumuk Manggis also does not pressure employees who are there. He prefers wise decisions.

LITERATURE

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