

ABSTRACT

PHENOMENOLOGY STUDY OF SUPPLY CHAIN MANAGEMENT (SCM) IN E-COMMERCE BUSINESS TO CONSUMER (B2C) IN INDONESIA

This study examines the phenomenon of supply chain management in B2C e-commerce in Indonesia based on the experience of managers and supervisors. This study aims to reveal the characteristics of e-commerce business in Indonesia and identify ways to manage e-commerce supply chain (SC) in Indonesia. This study uses a phenomenological approach which is in-depth interviews are conducted to reveal the experiences of informants in managing e-commerce supply chain. A total of 10 informants in 7 e-commerce related their experiences, and their statements were identified to find out the essence of the phenomenon. The results show that the characteristics of e-commerce in Indonesia are unique, interesting, dynamic, developing, and challenging. The goal of e-commerce is customer oriented. There are various kinds of challenges in managing supply chain in e-commerce, including managing distribution, managing human resources, managing IT/ systems, managing inventory/ warehouse, and maintaining the quality. The ways to face the challenges or difficulties in managing supply chain in e-commerce are with coordination/ communication, monitoring, controlling, anticipation, improvement, and innovation. This study is the first to reveal the characteristics of e-commerce business in Indonesia.

Keywords: SCM; E-commerce; Phenomenological methods

ABSTRAK

STUDI FENOMENOLOGI PENGELOLAAN *SUPPLY CHAIN (SC)* PADA *E-COMMERCE BUSINESS TO CONSUMER (B2C)* DI INDONESIA

Penelitian ini mengkaji fenomena pengelolaan *supply chain* pada *e-commerce B2C* di Indonesia berdasarkan pengalaman para manajer maupun supervisor. Penelitian ini bertujuan untuk mengungkap karakteristik bisnis *e-commerce* di Indonesia dan mengidentifikasi cara mengelola *supply chain (SC) e-commerce* di Indonesia. Penelitian ini menggunakan pendekatan fenomenologi di mana dilakukan wawancara mendalam, untuk mengungkap pengalaman para informan dalam mengelola *supply chain e-commerce*. Sebanyak 10 informan di 7 *e-commerce* menceritakan pengalamannya, dan pernyataannya diidentifikasi untuk mengetahui inti dari fenomena tersebut. Hasilnya menunjukkan bahwa karakteristik *e-commerce* di Indonesia yaitu unik, menarik, dinamis, berkembang, dan *challenging*. Goal dari *e-commerce* yaitu *customer oriented*. Terdapat berbagai macam tantangan dalam mengelola *supply chain* di *e-commerce*, di antaranya yaitu mengelola distribusi, mengelola SDM, mengelola IT/ system, mengelola *inventory/ gudang*, dan menjaga kualitas. Cara untuk menghadapi tantangan atau kesulitan dalam mengelola *supply chain* di *e-commerce*, yaitu dengan koordinasi/ komunikasi, *monitoring, controlling, antisipasi, improvement*, dan inovasi. Studi ini merupakan yang pertama untuk mengungkapkan karakteristik bisnis *e-commerce* di Indonesia.

Kata kunci: *SCM, E-commerce, Metode fenomenologi*