

ABSTRACT

ANALYSIS OF SMARTPHONE SALES EFFICIENCY LEVEL USING DATA ENVELOPMENT ANALYSIS METHOD (Case Study at Multicom Palembang)

The need for smartphones is now getting higher, so shops that sell smartphones are growing rapidly in the city of Palembang. As a result, shop owners must have a sales strategy and excellence of the facilities offered, so as to be able to attract consumers. Multicom is a small and medium store that sells various smartphones such as Samsung, Vivo, etc. According to the owner, the number of cellphone sales has decreased. The decline in sales is feared to affect the efficiency of the store, so efficiency calculations will be carried out. One method used to measure efficiency is Data Envelopment Analysis (DEA). From the results of the research conducted, it is known that one of the Multicom stores does not operate efficiently from May 2018 to July 2018 which has an efficiency level of 0.9516; 0.8114; and 0.9394. The main factor that has caused Multicom to not operate efficiently is that it has not implemented online-based sales. To increase efficiency, an OLX account is created for Multicom stores. After implementing OLX, Multicom stores have an efficiency value of 1, which means they are efficient.

Keywords: DEA, Smartphone, efficiency, sale