

**WAREHOUSE MANAGEMENT SYSTEM ANALYSIS ON OPERATIONAL  
PERFORMANCE AT PT BORWITA INDAH WAREHOUSE IN EAST  
JAKARTA**

**By Dwi Ananta Sulistya Ningsih**

***Abstract***

*PT Borwita Indah (BI) is one of the service providers as an e-commerce Enabler & logistics that has been trusted by leading brands. Since its establishment, PT Borwita Indah has implemented an Order Management System (OMS) commonly called Enabler, Warehouse Management System (WMS). This research aims to evaluate the extent to which the WMS has contributed to the operational performance of the warehouse, as well as identify inhibiting factors in its implementation, in order to understand the extent to which the implemented system is truly functioning optimally and to know the strategy for implementing the WMS on warehouse operational performance. This research uses qualitative and descriptive methods with triangulation tests and data analysis using NVivo 14. Data was collected through observation, semi-structured interviews with 10 informants, and literature study. The results showed that the implementation of WMS at PT Borwita Indah's warehouse in East Jakarta has a positive contribution to increasing productivity and operational efficiency, but not yet optimally.*

*Keywords: Warehouse Management System (WMS), Operational Performance, Productivity, Efficiency, Product Quality (System).*

# ANALISIS WAREHOUSE MANAGEMENT SYSTEM TERHADAP KINERJA OPERASIONAL PADA GUDANG PT BORWITA INDAH DI JAKARTA TIMUR

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## Abstrak

PT Borwita Indah (BI) merupakan salah satu penyedia jasa sebagai *e-commerce Enabler & logistics* yang telah dipercaya oleh *brand-brand* terkemuka. Sejak awal berdiri, PT Borwita Indah telah menerapkan *Order Management System (OMS)* yang biasa disebut *Enabler, Warehouse Management System (WMS)*. Penelitian ini bertujuan untuk mengevaluasi sejauh mana WMS telah berkontribusi terhadap kinerja operasional gudang, serta mengidentifikasi faktor-faktor penghambat dalam implementasinya, guna memahami sejauh mana sistem yang diterapkan benar-benar berfungsi secara optimal dan mengetahui strategi penerapan WMS terhadap kinerja operasional gudang. Penelitian ini menggunakan metode kualitatif dan deskriptif dengan uji triangulasi dan analisis data menggunakan NVivo 14. Data dikumpulkan melalui observasi, wawancara semi-terstruktur dengan 10 informan, dan studi literatur. Hasil penelitian menunjukkan bahwa penerapan WMS pada gudang PT Borwita Indah di Jakarta Timur memiliki kontribusi positif terhadap peningkatan produktivitas dan efisiensi operasional, namun belum secara optimal.

Kata Kunci: *Warehouse Management System (WMS)*, Kinerja Operasional, Produktivitas, Efisiensi, Kualitas Produk (Sistem).