

ABSTRACT

Dava Cake is one of the culinary business actors in Pekanbaru City that produces and markets sponge cakes through four supermarkets. In the period from January to October 2024, Dava Cake experienced a consistent increase in the proportion of returned products from 7.12% to 18.57%. These returned products are the impact of a series of risks that occur in the operational process of production and distribution. However, until now there has been no systematic risk analysis approach to identify and evaluate the main causes of the increase in returned products. This study was conducted with the aim of identifying the main causes, determining the priority of risk causes, and proposing mitigation actions using the Fault Tree Analysis (FTA) and House of Risk (HOR) methods. The FTA method is used to identify the main causes of returned products by producing 19 intermediate events used as risk events and 35 basic events used as risk agents. Furthermore, the HOR analysis was carried out in two phases, which resulted in four priority risk agents and 11 proposed preventive actions. From the proposal, two main mitigation actions that are prioritized are the design of different colors and label designs for each flavor variant and the production control dashboard. The results of this study are expected to help Dava Cake in reducing operational risks, reducing the proportion of returned products, and increasing business competitiveness in the local market.

Keywords: Returned Products, Operational Risk, Fault Tree Analysis (FTA), House of Risk (HOR), Risk Mitigation