

ABSTRACT

PT Swasembada Organik is a company which have not been doing performance measurements systematic using performance measurement system or specific methods. As the time goes by, there are a lot of problems that happen in PT Swasembada Organik which have trouble with the supply chain. The raw material from the supplier have some problem that caused the raw material comes late to this company. So that, this thing impacts for the late supply to the KFC . Because of that thing, the performance of the supply management becomes not right. So that, it needs a research that discuss about the measurement Supply Chain Management. This research has intended to measure which performance that caused trouble in the Supply Chain, and also to decide which the most proper strategy to the future improvements. The author uses descriptive research with quantitative approachment. The methods which is used to measure Performance Of Supply Chain is Supply Chain Operations Reference (SCOR). The performance measurements in this research is also supported by Analytical Hierarchy Process (AHP) with proceed by using synthetic tools or software which named Expert Choice 2000. The result of the research shows that the analysis using AHP methods, which is being the alternative strategy or the main performance measurement is the stability of production, lead time of order fulfilment, the accurate inventory, performance of delivery and fill the food needs.

Keywords: Measuring Performance, Supply Chain, Supply Chain Operations Reference (SCOR), Analytical Hierarchy Process (AHP).

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ABSTRAK

PT. Swasembada Organik merupakan perusahaan yang belum pernah melakukan pengukuran kinerja secara sistematis menggunakan sistem pengukuran kinerja atau metode tertentu. Seiring berjalannya waktu banyak masalah yang terjadi di PT. Swasembada Organik yaitu mengalami masalah dalam kinerja *supply chain* nya, bahan baku yang di dapat dari supplier mengalami kendala sehingga mengakibatkan terlambatnya *supply* bahan baku perusahaan, sehingga berdampak kepada *supply* ke KFC yang terlambat. Di karenakan hal yang demikian sehingga kinerja *supply chain management* nya tidak baik, sehingga perlu diadakan penelitian yang membahas tentang pengukuran kinerja *supply chain management*. Penelitian ini bertujuan untuk mengukur performa mana yang bermasalah dalam kinerja *supply chain* tersebut, dan kemudian menentukan strategi yang paling tepat untuk perbaikan kedepannya. Penulis menggunakan jenis penelitian deskriptif, dengan pendekatan kuantitatif. Metode yang digunakan untuk mengukur performa *supply chain* adalah *Supply Chain Operations Reference* (SCOR). Pengukuran performansi dalam penelitian ini juga didukung oleh metode *Analytical Hierarchy Process* (AHP) dengan diolah menggunakan alat sintesis atau software yaitu *Expert Choice* 2000. Hasil dari penelitian menunjukkan bahwa hasil analisis menggunakan metode AHP, yang menjadi alternatif strategi atau pengukur kinerja utama adalah Stabilitas Produksi, *Lead time* pemenuhan pesanan, Keakuratan Persediaan, Kinerja Pengiriman dan Memenuhi Kebutuhan Pelanggan.

Kata Kunci : Pengukuran Performansi, *Supply Chain*, *Supply Chain Operation Reference* (SCOR), *Analytical Hierarchy Process* (AHP).

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