

**SUPPLY CHAIN PERFORMANCE MEASUREMENT OF
SMALL-MEDIUM ENTERPRISE (SME)
(Case Study: Cabe Onang Chips)**

FINAL PROJECT

By:

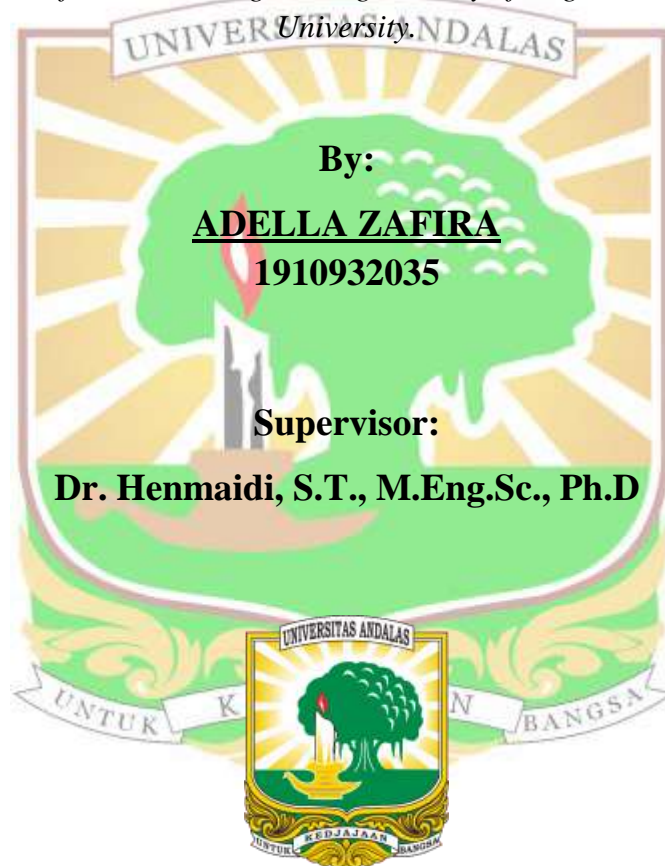


**DEPARTMENT OF INDUSTRIAL ENGINEERING
FACULTY OF ENGINEERING
ANDALAS UNIVERSITY
PADANG
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*A report submitted fulfills the requirement for the degree of Bachelor in the
Department of Industrial Engineering, Faculty of Engineering, Andalas
University.*

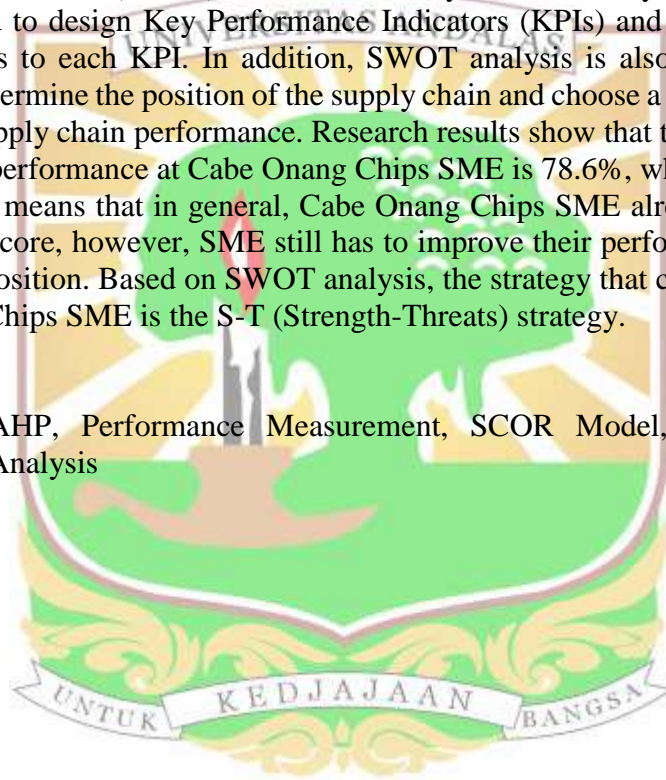


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ABSTRACT

Small and medium industries have not yet fully realized the importance of implementing good supply chain management, such as the Cabe Onang Chips SME. The problems that often occur in Cabe Onang Chips SME are SME that order raw materials not based on forecasts of the number of requests, delays in the delivery of raw materials by suppliers, and workers who often ask for permission to be absent from work. This problem causes customer demand for cabe onang chips to not be fulfilled optimally. Therefore, it is necessary to measure and asses the supply chain performance of Cabe Onang Chips SME to identify performance indicators that need corrective action. The methods used in in this research are Supply Chain Operations Reference (SCOR) model and Analytical Hierarchy Process (AHP). SCOR is used to design Key Performance Indicators (KPIs) and AHP is used to assign weights to each KPI. In addition, SWOT analysis is also applied in this research to determine the position of the supply chain and choose a strategy in order to improve supply chain performance. Research results show that the total value of supply chain performance at Cabe Onang Chips SME is 78.6%, which is in a good position. This means that in general, Cabe Onang Chips SME already has a good performance score, however, SME still has to improve their performance to reach an excellent position. Based on SWOT analysis, the strategy that can be applied to Cabe Onang Chips SME is the S-T (Strength-Threats) strategy.

Keywords: AHP, Performance Measurement, SCOR Model, SME, SWOT Analysis



ABSTRAK

Industri kecil dan menengah belum sepenuhnya menyadari pentingnya penerapan supply chain management yang baik, seperti UKM Kerupuk Cabe Onang. Permasalahan yang sering terjadi pada UKM Keripik Cabe Onang adalah UKM yang memesan bahan baku tidak berdasarkan perkiraan jumlah permintaan, keterlambatan pengiriman bahan baku oleh supplier, dan pekerja yang sering meminta ijin untuk tidak masuk kerja. Permasalahan tersebut menyebabkan permintaan pelanggan terhadap kerupuk cabe onang tidak dapat terpenuhi secara optimal. Oleh karena itu, perlu dilakukan pengukuran dan penilaian kinerja rantai pasok UKM Kerupuk Cabe Onang untuk mengidentifikasi indikator kinerja yang memerlukan tindakan perbaikan. Metode yang digunakan dalam penelitian ini adalah model Supply Chain Operations Reference (SCOR) dan Analytical Hierarchy Process (AHP). SCOR digunakan untuk merancang Key Performance Indicators (KPIs) dan AHP digunakan untuk memberikan bobot pada setiap KPI. Selain itu, analisis SWOT juga diterapkan dalam penelitian ini untuk menentukan posisi rantai pasok dan memilih strategi guna meningkatkan kinerja rantai pasok. Hasil penelitian menunjukkan bahwa total nilai kinerja rantai pasok UKM Kerupuk Cabe Onang sebesar 78.6% yang mana berada pada posisi good. Artinya, secara umum UKM Kerupuk Cabe Onang sudah memiliki skor kinerja yang baik, namun UKM masih harus meningkatkan kinerjanya untuk mencapai posisi excellent. Berdasarkan analisis SWOT, strategi yang dapat diterapkan pada UKM Kerupuk Cabe Onang adalah strategi S-T (Strengths-Threats).

Kata Kunci: AHP, Analisis SWOT, Model SCOR, Pengukuran Kinerja, UKM

