EDIYANTO. Supply Chain Management Model of Bali Province Fresh Fish Tuna Industry. Under supervision of HENY K. DARYANTO, TRIDOYO KUSUMASTANTO and RUDI WIBOWO.

Indonesia is the largest archipelagic country in the world, 2/3 of its territory is water which has significant potency of marine resources. One of potential resource is fisheries resources especially fresh fish tuna from Bali. Unfortunately, resource of tuna fisheries has a declining in production which it is shown by hook rate that has decline for years. In the others hand, fresh fish tuna industry has facing business uncertainty which are uncertainty in suppliers, competitors, technology and market. Those problems have declined profitability fresh tuna companies in Bali for the last ten years, therefore an effort to improve business management should be made. Based on problem identification, the approach of supply chain management is one the alternative in improving business performances of fresh fish tuna industry in Bali. This study aims to design fresh fish tuna supply chain management model based on quality, price, time and product innovation criteria. Research was conducted from November 2011 until February 2012 in Benoa, Bali. Structural Equation Modeling (SEM), Analytic Network Process (ANP) were used in this study. The results showed that there are five categories which consists of goals, criteria, problems, alternative of solutions and strategies as the important factors which influence fresh fish tuna supply chain management model. Based on the model developed can be concluded that there are (1) The salient dimensions of supply chain management are driving factors, supply chain management strategy process, supply chain management practice, tuna stock, partner relationship, supply chain management performance, (2) the important factors that influence fresh fish supply chain management are partner relationship, share vision, commitment, trust, supply chain management process, customer relationship, lean system, supplier relationship strategies, supply chain management flexibility, prices, stag price, relationship strategy with tuna fishing vessels, quality, shipping management operational, fishing vessel performance, bulky product, quantity of tuna, relationship quality, (3) logistics management using collecting ship will improve efficiency and increase margin of all members of supply chain management in tuna industry.

Keywords: Fresh Fish Tuna Supply Chain Management, Structural Equation Modeling (SEM), Analytic Network Process (ANP)