ABSTRACT

Performance Supply Chain Analysis of Fresh Meat Broiler in Slaughter House
(Case Study at PT. Primatama Karyapersada)

Slaughter house PT. Primatama Karyapersada, established in August 2008, is a semi-automatic factory in the broiler meat industry. Its major products are fresh and frozen broiler meat with brand name PT. Primatama Karyapersada. The purpose of this study was to analyze performance of supply chain fresh broiler meat by analyzing supply chain fresh broiler meat illustration, perception of performance in each saluran in improving the performance of supply chain fresh broiler meat product. The data were collected by using questionnaire, involving 8 respondents consist of supplier, chicken slaughter house, distributor, retailer, and industry consumers. Importance-Performance Analysis was used to analyze the data.

The result of this study showed opposite views between each saluran in supply chain. That is the priority that should be taken by the management in improving the attributes of performance in supply chain fresh broiler meat. Each saluran have different perception on the performance. The different perceptions resulting from the analysis must be wisely viewed. The dissatisfaction of each saluran must enable the management to take right strategies to improve the performance so that each saluran would feel satisfied with the fresh broiler meat supply chain performance.

Keywords: Poultry Industry, Supply Chain, Chicken Slaughter House, PT. Primatama Karyapersada, Importance-Performance Analysis.