SUMMARY

ARIEF RAKHMAN HAKIM. Performance Analysis of Supply Chain Management Using Supply Chain Operation Reference (SCOR) Method Approach at PT. Indokarlo Perkasa. Supervised by MACHFUD and YANDRA ARKEMAN.

In this globalization era, the era is already hypercompetitive. Competition was not just a regular competition, but has already reached the provision of value-added products and services. Along with the rapid growth in world motor vehicle industry, it will encourage the growth of automotive component industry as an advocate for the industry. The existence of the production of motor vehicle components, in addition to supplying to the car manufacturer or Original Equipment Manufacturer (OEM), as well as to meet the needs of consumers (after-market), both in the domestic and international markets.

PT. Indokarlo Perkasa is one automotive company engaged in the supply of rubber part to Agen Tunggal Pemegang Merk (ATPM), after-market and industry. In his travels as a partner automotive companies are appropriately increase automotive progress will be in line with the progress of PT. Indokarlo Perkasa. However, within the last 5 years Net Income PT. Indokarlo Perkasa experiencing a decline graph. This becomes an interesting discussion to be analyzed and developed in terms of the operational activities of the business covering the activities of supply chain management or supply chain management.

The framework was formulated in order to build supply chain performance measurement methods. Analysis of supply chain conditions was conducted to identify the structural analysis and supply chain actors. The design method of performance measurement matrix built by identifying and weighting performance metric measuring performance. Furthermore, the implementation and integration of assessment supply chain performance measurement methods and the formulation of supply chain performance improvement strategy.

The data collection is done in several ways, namely (1) The study of literature, especially regarding the production process of PT. Indokarlo Perkasa and Supply Chain Management (SCM); (2) Survey of the field directly to the PT. Indokarlo Perkasa by studying various documents of the production process, distribution channels (including supply chain mechanism applicable), buying and selling activities of PT. Indokarlo Perkasa, and all aspects of his supporters; (3) interviews with the parties involved in the supply chain that have run on Industry PT. Indokarlo Perkasa, as well as its willingness to participate in the study; (4) Opinion Experts obtained from the experts related to the research topic.

Analysis of supply chain conditions were analyzed using descriptive methods follow the framework defined by Van der Vorst, 2005. Design of performance measurement methods refer to SCOR modeling that includes customer facing (effectiveness) and internal efficiency. To calculate the performance of the supply chain to design and weighting Hierarchy Fuzzy AHP. Performance improvement strategy formulation using Focus Group Discussion (FGD) with the management of PT. Indokarlo Perkasa consisting of various related departments related supply chain activities.

Supply chain performance measurement with SCOR model approach in PT. Indokarlo Perkasa showed the following results; At the level of the matrix performance result Order Fulfillment (99% = Excellent), Performance Delivery (99% - Excellent), Compliance with the Standards of Quality (43% = Marginal), Cycle Order Fulfillment.
(70% - Average), Lead Time Order Fulfillment (70% - Average), Flexible Supply (71% - Good), supply chain costs (71% - Good), Cycle Cash to Cash Cycle (70% - Average), and Inventory Daily (43% - Marginal). Order fulfillment, delivery performance, and conformance with quality standards affecting the reliability values at the level of performance attributes, while order fulfillment cycle and lead time order fulfillment affect the value of responsiveness. The value of assets affected by the cycle of cash to cash cycle and daily supplies. Flexibility of supply affects the value of flexibility at the level of performance attributes, while the cost of the supply chain affects the value of cost performance at the level of performance attributes.

The results of measurements on the level of performance attributes are as follows; Reliability (92% - Excellent), responsiveness (70% - Average), Flexibility (71% Good), Cost (71% - Good), and Asset Management (60% - Average). While the level of performance parameters obtained results of effectiveness (84% - Good) and efficiency (68% - Average). Performance of supply chain as a whole has a value of 76% or performance on Good performance indicators. These results show the performance is pretty Good because it has the performance parameters of efficacy (84% - Good). But in terms of efficiency PT. Indokarlo Perkasa has a value of 68% - Average, which showed the need for improvements in several sectors related to efficiency.

Based on the results of Focus Group Discussion (FGD) we concluded that to improve supply chain performance in PT. Indokarlo Perkasa has to do with three tools that improve, quality campaign, shopfloor improvement and cost control management. Quality campaign to improve the performance of the conformity with quality standards, while improving shopfloor management can improve order fulfillment performance, the performance of delivery, order fulfillment cycle, lead time order fulfillment, supply chain flexibility, cash to cash cycle, and daily supplies, Cost control management can improve the performance of the supply chain cost parameters.

Key words : performance of the supply chain, SCOR, AHP Fuzzy