

RINGKASAN

Pada era globalisasi ini, untuk tetap kompetitif perusahaan harus mampu untuk merespon atau memenuhi permintaan dan kebutuhan customer dengan cepat juga efektif. Hal ini jelas menyebutkan bahwa penting bagi perusahaan untuk mengimplementasikan manajemen rantai pasok agar dapat menyeimbangkan permintaan dan suplai sehingga penggunaan sumberdaya efisien dan perusahaan pun dapat memaksimalkan profit. Untuk dapat mengoptimalkan proses di manajemen rantai pasok, manajemen rantai pasok tersebut harus di evaluasi secara berkala. Salah satu cara untuk mengevaluasi kinerja dari manajemen rantai pasok adalah dengan menggunakan Supply Chain Operation Reference atau SCOR Model. Studi ini menginvestigasi faktor-faktor yang termasuk dalam SCOR model yakni *Supply Chain Reliability* atau kehandalan rantai pasok, *Responsiveness* responsivitas rantai pasok, dan *Flexibility* atau fleksibilitas rantai pasok dengan analisis faktor konfirmatori. Studi ini dilakukan di salah satu UMKM di Tasikmalaya, yakni Ariesta Bordir yang bergerak di bidang manufaktur dengan produksi barang-barang bordir.

Hasil dari studi ini menemukan bahwa Model SCOR terbukti tepat. Yakni, pada variabel Supply Chain Reliability, faktor yang termasuk adalah Delivery Performance, Fill Rates dan Perfect Order Fulfillment. Pada variabel Supply Chain Responsiveness yang termasuk kedalamnya adalah faktor Source Cycle Time, Make Cycle Time, dan Deliver Cycle Time. Dan kemudian, faktor yang termasuk kedalam variabel Supply Chain Flexibility adalah Supply chain response time for increase and decrease kemudian dan Production Flexibility for increase and decrease demand.

Kata kunci: Rantai pasok, kinerja, supply chain reliability, responsiveness, flexibility, SCOR, Supply Chain Operation Reference.

SUMMARY

In this era of globalization, in order to remain competitive companies must be able to respond or meet demand and customer needs quickly also effective. It is clear that it is important for companies to implement supply chain management to balance demand and supply so that efficient use of resources and firms can maximize profits. To be able to optimize the process in supply chain management, supply chain management should be evaluated periodically. One way to evaluate the performance of supply chain management is to use the Supply Chain Supply Chain Model (SCOR). This study examines the factors included in the SCOR model of Reliability Chain Supply or supply chain reliability, Responsiveness of supply chain responsiveness, and Supply chain flexibility or flexibility with confirmatory factor analysis. This research was conducted at one of UMKM in Tasikmalaya, that is Ariesta Bordir which is run in manufacturing sector with the production of embroidery goods.

The results of this study found that the SCOR model proved to be appropriate. That is, the variable Supply Chain Reliability factors included are Delivery Performance, Fill Rates and Perfect Order Fulfillment. In the Supply Chain Responsiveness variable the factor that included are Source Cycle Time, Make Cycle Time, and Deliver Cycle Time. And then, the factors that included within the Supply Chain Flexibility variable are the supply chain response time for the increase and decrease then and the Production Flexibility to increase and decrease demand.

Key words: supply chain, performance, supply chain reliability, flexibility, responsiveness, SCOR, Supply Chain Reference.