

ABSTRAK

PENGUKURAN KINERJA *SUPPLY CHAIN MANAGEMENT* MENGGUNAKAN PENDEKATAN *GREEN SUPPLY CHAIN OPERATION REFERENCE* (GSCOR) BERBASIS *GENERALIZED CHOQUET INTEGRAL* (Studi Kasus: PT. SUTANTO ARIFCHANDRA ELEKTRONIK)

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PT. Sutanto Arifchandra Elektronik (SAE) salah satu perusahaan yang bergerak di bidang industri kabel yang bersaing dengan produk yang biasa disebut KITANI. Persaingan ini, mengharuskan PT. Sutanto Arifchandra Elektronik (SAE) untuk terus meningkatkan performansi dan kinerja perusahaannya, dengan menggunakan pendekatan *Green Supply Chain Operation Reference* (GSCOR), dengan normalisasi *Snorm de boer* serta pembobotan menggunakan rumus *Analytical Hierarchy Process* (AHP) dan *Generalized Choquet Integral*. Pengumpulan data dilakukan melalui kuesioner, penyebaran kuesioner dilakukan pada direktur PT SAE dan wawancara secara langsung dengan supervisor produksi, quality control, logistik dan HRD. Pada penilaian yang telah dilakukan, menghasilkan 26 KPI dan 6 dimensi, menghasilkan nilai tertinggi pada proses *Source* sedangkan nilai terendah pada proses *Enable*. Nilai kinerja sebesar 88,09 menunjukkan bahwa kinerja perusahaan PT. Sutanto Arifchandra Elektronik (SAE) termasuk dalam kategori *Good*. Meskipun nilai kinerja perusahaan yang termasuk dalam kategori *Good* menggunakan AHP dan normalisasi *Snorm de boer*, akan tetapi masih perlu dilakukan peningkatan kinerja agar terjadi peningkatan kinerja. Sedangkan untuk hasil kinerja perusahaan menggunakan metode *Generalized Choquet Integral* mendapatkan nilai kinerja sebesar 0,417 menunjukkan bahwa kinerja perusahaan PT. Sutanto Arifchandra Elektronik (SAE) termasuk dalam kategori *Average*. Hal tersebut mengharuskan perusahaan untuk memantau dan memperhatikan kinerja serta faktor yang mempengaruhi ramah lingkungan.

Kata kunci: Kinerja Perusahaan, KPI, *Green Supply Chain Operation Reference* (GSCOR), *Analytical Hierarchy Process* (AHP), *Generalized Choquet Integral*, *Snorm de boer*.

ABSTRACT

MEASUREMENT OF SUPPLY CHAIN MANAGEMENT PERFORMANCE USING A GREEN SUPPLY CHAIN OPERATION REFERENCE (GSCOR) APPROACH BASED ON GENERALIZED CHOQUET INTEGRAL

(Case Study: PT. SUTANTO ARIFCHANDRA ELEKTRONIK)

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PT. Sutanto Arifchandra Elektronik (SAE) is one of the companies which is engaged in the cable industry that competes with products commonly called KITANI. This competition, requires PT. Sutanto Arifchandra Elektronik (SAE) to continuously improve the performance and performance of his company, using the Green Supply Chain Operation Reference (GSCOR) approach, with the normalization of Snorm de boer and weighting using the Analytical Hierarchy Process (AHP) and Generalized Choquet Integral formula. Data was collected through questionnaires, questionnaires were distributed to the director of PT SAE and direct interviews with supervisors of production, quality control, logistics and HRD. In the assessment that has been carried out, it produces 26 KPIs and .6 dimensions, resulting in the highest value in the Source process while the lowest value in the Enable process. The performance value of 88.09 indicates that the performance of the company PT. Sutanto Arifchandra Elektronik (SAE) is included in the Good category. Although the value of the company's performance that is included in the Good category uses AHP and Snorm de boer normalization, it is still necessary to improve performance in order to increase performance. Meanwhile, the results of the company's performance using the Generalized Choquet Integral method get a performance value of 0.417 indicating that the performance of the company PT. Sutanto Arifchandra Elektronik (SAE) is included in the Average category. This requires companies to monitor and pay attention to performance and factors that affect environmental friendliness.

Keywords: *Company Performance, KPI, Green Supply Chain Operation Reference (GSCOR), Analytical Hierarchy Process (AHP), Generalized Choquet Integral, Snorm de boer*