

## RINGKASAN

Sistem *supply chain management* (SCM) adalah salah satu strategi yang dapat dilakukan perusahaan untuk mengatasi persaingan bisnis. Sistem SCM dapat juga diterapkan pada koperasi. Koperasi Peternak Satria (PESAT) yang terletak di Kabupaten Banyumas merupakan koperasi berbasis agribisnis usaha peternakan sapi perah. Permasalahan yang dihadapi oleh koperasi adalah pernah mengalami penolakan dari Industri Pengolahan Susu (IPS) sebanyak 4 kali dikarenakan kualitas susu yang disetorkan peternak cukup rendah. Selain itu jumlah susu sapi yang diterima oleh Koperasi Pesat tidak menentu. Hal tersebut menyebabkan pasokan susu yang akan dikirimkan ke IPS tertunda dan ke agen tidak sesuai dengan jumlah yang dipesan. Pemasaran produk susu pasteurisasi yang diberi merek Milba masih sulit untuk dipasarkan ke berbagai toko. Penelitian ini bertujuan untuk menganalisis kinerja SCM pada Koperasi Pesat dan menganalisis pengaruh *information sharing* (pembagian informasi), *longterm relationship* (hubungan jangka panjang), *cooperation* (kerjasama) dan *process integration* (integrasi proses) terhadap Kinerja SCM pada Koperasi Pesat.

Penelitian dilaksanakan di Koperasi Pesat Kabupaten Banyumas dan peternak anggota Koperasi Pesat. Penentuan tempat penelitian dilakukan secara sengaja (*purposive*). Penelitian dilaksanakan pada bulan Juni sampai bulan Juli 2019. Data Sasaran penelitian adalah peternak anggota dan Koperasi Pesat. Penentuan responden dalam penelitian berdasarkan *simple random sampling* dengan unit populasi adalah peternak anggota sebanyak 181 peternak, dihasilkan sampel sebanyak 50 responden. Variabel kinerja SCM yang diamati adalah kinerja pengiriman, pemenuhan pesanan, kesesuaian standar, siklus pemenuhan pesanan, fleksibilitas rantai pasok, biaya total rantai pasok, persediaan harian dan siklus *cash to cash*. Variabel yang digunakan untuk mengetahui faktor-faktor yang mempengaruhi kinerja SCM adalah *information sharing*, *long term relationship*, *cooperation*, *process integration* dan kinerja SCM. Analisis data yang digunakan adalah kinerja rantai pasok dengan model *Supply Chain Operation Reference* (SCOR) dan *Partial Least Squares* (PLS).

Hasil penelitian menunjukkan bahwa kinerja SCM di Koperasi Pesat berdasarkan kriteria *benchmark* secara keseluruhan sudah berjalan lancar sehingga perlu dipertahankan kinerjanya, terutama indikator kesesuaian dengan standar, siklus pemenuhan pesanan, fleksibilitas rantai pasokan, total biaya rantai pasok, siklus *cash to cash*, dan persediaan harian. Sedangkan kinerja pengiriman dan pemenuhan pesanan sempurna masih perlu ditingkatkan. Hasil analisis faktor-faktor yang mempengaruhi Kinerja SCM adalah *process integration* berpengaruh terhadap kinerja SCM pada Koperasi Pesat dikarenakan penyaluran arus material dari koperasi ke anggota maupun sebaliknya sudah efektif. Variabel *information sharing*, *long term relationship* dan *cooperation* tidak berpengaruh terhadap kinerja SCM pada Koperasi Pesat.

Kata Kunci: Kinerja SCM, susu sapi, *information sharing*, *long term relationship*, *cooperation*, *process integration*.

## SUMMARY

*Supply Chain Management system (SCM) is one of the strategies companies can take to overcome business competition. The SCM system can also be applied to cooperatives. Koperasi Peternak Satria (PESAT) located in Banyumas Regency is an agribusiness-based cooperative for dairy farming. The problem faced by the cooperative is that they have experienced rejection from the Milk Processing Industry (IPS) 4 times due to the low quality of milk deposited by farmers. In addition, the amount of cow milk received by the Pesat Cooperative is uncertain. This causes milk supply that is supposed to be sent to IPS delayed and to agent does not match the amount ordered. The marketing of pasteurized milk products with the brand Milba is still difficult to be marketed to various stores. This research aims to analyze the performance of SCM in Pesat Cooperative and analyze the influence of information sharing, long term relationship, cooperation, and process integration on SCM Performance in Pesat Cooperative.*

*The research was conducted at the Pesat Cooperative in Banyumas Regency and breeders as the members of Pesat Cooperative. Determination of research place was deliberately determined (purposive). The research was conducted in June to July 2019. Research target data were breeders as the members and Pesat Cooperative. Determination of respondents in this research was based on simple random sampling with 181 farmer members as the population unit, resulting in a sample of 50 respondents. SCM performance variables observed were delivery performance, order fulfillment, standard suitability, order fulfillment cycle, supply chain flexibility, total supply chain costs, daily inventory and cash to cash cycle. The variables used to determine the factors that influence SCM performance are information sharing, long term relationships, cooperation, process integration, and SCM performance. Data analysis used in this research was supply chain performance with the Supply Chain Operation Reference (SCOR) and Partial Least Squares (PLS) models.*

*The results of this research show that the SCM performance in the Pesat Cooperative based on benchmark criteria as a whole has been running smoothly so it needs to be maintained, especially standard suitability indicator, order fulfillment cycle, supply chain flexibility, total supply chain costs, cash to cash cycle, and daily inventory. While shipping performance and perfect order fulfillment still need to be improved. The analysis results of the factors that influence SCM performance are that process integration influences SCM performance in Pesat Cooperative because the material flow distribution from cooperative to the members and vice versa has been effective. Information sharing variable, long term relationship and cooperation have no influence on SCM performance in Pesat Cooperative.*

*Keywords: SCM performance, cow milk, information sharing, long term relationship, cooperation, process integration.*