

YOVITA HASIHOLAN TAMBUNAN. 2023. Strategic Management Based on Supply Chain Performance of Malaysia Goat Milk Business (Case Study in Lalah River Goat Milk Malaysia). Supervised by Antik Suprihanti.

ABSTRACT

This research aims to (1) identify the supply chain flow of goat milk in Lalah River Goat Milk Malaysia, (2) analyze the supply chain performance of goat milk in Lalah River Goat Milk Malaysia, and (3) formulate the strategies based on supply chain performance of goat milk in Lalah River Goat Milk Malaysia. This research used descriptive quantitative method with case study approach at Lalah River Goat Milk Malaysia that manufactures and distributes goat milk products in Selangor located in the center point area of Malaysia. Respondent is the owner of Lalah River Goat Milk Malaysia was taken purposively. The types of data used primary and secondary data. Methods of collected data through observation, interview, questionnaire, and documentation. The analysis used descriptive analysis, SCOR, and AHP method. The results of the research showed (1) Supply chain flow of goat milk at Lalah River Goat Milk Malaysia has three types of flows, namely product flow, financial flow, and information flow (2) Supply chain performance of Lalah River Goat Milk Malaysia categorized good with a total score of 82,7%, (3) Strategies based on supply chain performance of goat milk are looking for additional suppliers, conducting supplier training, and reproducing previous varian.

Keywords : Supply Chain Performance, Goat Milk, SCOR, AHP.

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ABSTRAK

Penelitian ini bertujuan untuk (1) mengidentifikasi alur rantai pasok susu kambing di Lalah River Goat Milk Malaysia, (2) menganalisis kinerja rantai pasok susu kambing di Lalah River Goat Milk Malaysia, dan (3) merumuskan strategi berdasarkan kinerja rantai pasokan di Lalah River Goat Milk Malaysia. Penelitian ini menggunakan metode deskriptif kuantitatif dengan pendekatan studi kasus pada Lalah River Goat Milk Malaysia yang memproduksi dan mendistribusikan produk susu kambing di Selangor yang berlokasi titik pusat Malaysia. Responden penelitian ini adalah pemilik Susu Kambing Sungai Lalah Mlaaysia yang diambil dengan *purposive*. Jenis data yang digunakan adalah data primer dan sekunder. Metode pengumpulan data melalui observasi, wawancara, penyebaran angket, dan dokumentasi. Analisis yang digunakan adalah analisis deskriptif, SCOR, dan AHP. Hasil penelitian menunjukkan (1) Aliran rantai pasok susu kambing di Lalah River Goat Milk Malaysia mempunyai tiga jenis aliran yaitu aliran produk, aliran uang, dan aliran informasi (2) Kinerja rantai pasok Susu Kambing Sungai Lalah Malaysia dikategorikan baik dengan total skor 82,7%, (3) Strategi berdasarkan kinerja rantai pasok susu kambing adalah mencari pemasok tambahan, membuat pelatihan pemasok, dan memproduksi kembali varian sebelumnya.

Kata kunci : Kinerja Rantai Pasokan, Susu Kambing, SCOR, AHP.