

ABSTRAK

Penelitian ini dilakukan di PT Alis Jaya Ciptatama (AJC), sebuah perusahaan *furniture* berbasis *Make to Order* (MTO) *repetitive* yang berlokasi di Klaten. Dalam menjalankan proses bisnisnya, perusahaan ini berkolaborasi dengan banyak pihak, termasuk *supplier*, penyedia layanan logistik, dan pekerja pabrik. Terdapat permasalahan signifikan berupa keterlambatan pengiriman produk ke Amerika Serikat dan Inggris antara Februari 2023 hingga November 2023, dengan puncak keterlambatan mencapai 100% pada bulan Agustus 2023 dan September 2023. Keterlambatan ini diduga berasal dari berbagai sektor rantai pasok, termasuk produksi dan pengadaan bahan baku, yang berdampak pada ketidakpuasan pelanggan dan keputusan perusahaan untuk mengembalikan produk pada bulan November 2023.

Evaluasi kinerja rantai pasok dilakukan menggunakan metode *Supply Chain Operations Reference* (SCOR), yang mampu mencakup kinerja manajemen rantai pasok secara menyeluruh dan seimbang. Hasil evaluasi menunjukkan bahwa kinerja rantai pasok PT Alis Jaya Ciptatama secara keseluruhan tergolong *average*, dengan nilai akhir sebesar 61,82. Dari enam proses SCOR (*plan, source, make, deliver, return, dan enable*), proses *plan* mendapat skor terendah dengan kategori *poor*, sementara proses *return* memiliki skor tertinggi dengan kategori *good*. Proses lainnya berada dalam kategori *average*.

Untuk meningkatkan kinerja secara keseluruhan, usulan perbaikan yang disarankan mencakup langkah-langkah seperti peningkatan metode peramalan dalam proses *plan*, optimisasi proses pengadaan bahan baku dan manajemen kualitas dalam proses *source*, penerapan *lean manufacturing* dan pengelolaan kemasan yang lebih efisien dalam proses *make*, serta negosiasi kontrak dengan penyedia layanan logistik untuk mengurangi biaya transportasi dalam proses *deliver*.

Kata kunci: Evaluasi kinerja, Rantai pasok, SCOR

ABSTRACT

This study was conducted at PT Alis Jaya Ciptatama (AJC), a Make to Order (MTO) repetitive-based furniture company located in Klaten. In its business operations, the company collaborates with multiple parties, including suppliers, logistics service providers, and factory workers. A significant issue of delayed product deliveries to the United States and the United Kingdom was observed between February 2023 and November 2023, with peak delays reaching 100% in August 2023 and September 2023. These delays are suspected to stem from various sectors of the supply chain, including production and raw material procurement, leading to customer dissatisfaction and the company's decision to return products in November 2023.

The supply chain performance evaluation was conducted using the Supply Chain Operations Reference (SCOR) model, which comprehensively and balancedly assesses supply chain management performance. The evaluation results indicate that the overall supply chain performance of PT Alis Jaya Ciptatama is categorized as average, with a final score of 61.82. Among the six SCOR processes (plan, source, make, deliver, return, and enable), the plan process received the lowest score, categorized as poor, while the return process received the highest score, categorized as good. The other processes were categorized as average.

To enhance overall performance, suggested improvements include steps such as enhancing forecasting methods in the plan process, optimizing raw material procurement and quality management in the source process, implementing lean manufacturing and more efficient packaging management in the make process, and negotiating contracts with logistics service providers to reduce transportation costs in the deliver process.

Keywords: *Performance evaluation, Supply chain, SCOR, Improvement suggestions*