

ABSTRAK

PT Pondok Aren Indonesia merupakan perusahaan yang bergerak di industri makanan dan minuman, yang menghadapi kendala dalam keterlambatan pengiriman bahan baku serta kerusakan mesin produksi. Permasalahan ini berdampak langsung pada ketepatan waktu pengiriman produk ke pelanggan. Penelitian ini bertujuan untuk mengukur dan meningkatkan produktivitas kinerja *Supply Chain Management* (SCM) dalam rangka mendukung pencapaian *On Time Delivery* (OTD).

Metode yang digunakan adalah *Supply Chain Operation Reference* (SCOR) untuk memetakan proses rantai pasok dan mengidentifikasi indikator kinerja utama, serta *Analytical Hierarchy Process* (AHP) untuk menentukan prioritas perbaikan berdasarkan bobot kriteria. Data dikumpulkan melalui wawancara, observasi, dan kuesioner. Penilaian kinerja dilakukan dengan normalisasi *Snorm de Boer* dan diklasifikasikan menggunakan sistem *Traffic Light* untuk memudahkan identifikasi area perbaikan.

Hasil penelitian menunjukkan bahwa beberapa indikator kinerja berada pada kategori kuning dan hijau, mengindikasikan adanya kebutuhan peningkatan. Implementasi perbaikan dilakukan melalui penambahan *supplier* utama, penggunaan *logbook* produksi, penjadwalan dan pencatatan perawatan mesin, serta pengendalian logistik. Setelah perbaikan, nilai produktivitas kinerja SCM meningkat dari 86,1 menjadi 94,3 dan masuk kategori *Excellent*. Penerapan metode SCOR dan AHP terbukti efektif dalam meningkatkan efisiensi operasional serta memberikan landasan strategis untuk perbaikan berkelanjutan dalam sistem rantai pasok perusahaan.

Kata kunci: *Supply Chain Management* (SCM), *Supply Chain Operation Reference* (SCOR), *Analytical Hierarchy Process* (AHP), *On Time Delivery*, Produktivitas Kinerja.

ABSTRACT

PT Pondok Aren Indonesia is a company engaged in the food and beverage industry, facing challenges related to delays in raw material deliveries and frequent machine breakdowns in production. These issues have directly impacted the company's ability to deliver products to customers on time. This study aims to measure and improve the productivity performance of Supply Chain Management (SCM) in order to support the achievement of On Time Delivery (OTD).

The methods used include the Supply Chain Operation Reference (SCOR) model to map the supply chain processes and identify key performance indicators (KPIs), while the Analytical Hierarchy Process (AHP) is used to prioritize improvements based on weighted criteria. Data were collected through interviews, observations, and questionnaires. Performance evaluation was conducted using the Snorm de Boer normalization method and categorized using the Traffic Light System to facilitate the identification of improvement areas.

The results indicate that several performance indicators were in the yellow and green categories, signaling the need for further improvement. Corrective actions implemented include the addition of primary raw material suppliers, utilization of production logbooks, scheduled maintenance tracking, and logistics control. Following these improvements, the productivity performance score of the SCM increased from 86,1 to 94.3, placing it in the "Excellent" category. The application of the SCOR and AHP methods proved effective in enhancing operational efficiency and provides a strategic foundation for continuous improvement within the company's supply chain system.

Keywords: Supply Chain Management (SCM), Supply Chain Operation Reference (SCOR), Analytical Hierarchy Process (AHP), On Time Delivery, Productivity Performance.