

ABSTRACT

Analysis of Supply Chain Management Performance Using the Supply Chain Operations Reference (SCOR) Method at XYZ Company, Bandung

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The bag manufacturing industry faces various challenges that require companies to implement effective and efficient supply chain management. XYZ Company, as a bag manufacturer, encounters several issues, including sales fluctuations, unstable production output, delivery fluctuations, and increasing product returns, indicating that its Supply Chain Management (SCM) has not yet been optimally managed. This study aims to analyze the existing SCM practices and evaluate supply chain performance using the Supply Chain Operations Reference (SCOR) model. The research employs a mixed method approach, with data collected through interviews and documentation. The results show that the company has implemented SCM in an integrated manner from upstream to downstream activities. Supply chain performance in the reliability, responsiveness, and asset management attributes is categorized as superior, while the cost attribute is categorized as advantage, indicating that further improvement is still needed. Therefore, the company should enhance its raw material requirement planning and improve production cost efficiency to support more optimal and sustainable supply chain performance.

Keywords: *Supply Chain Management, supply chain performance, SCOR, XYZ company, bag manufacturing.*

ABSTRAK

Analisis Kinerja *Supply Chain Management* Menggunakan Metode *Supply Chain Operation Reference* (SCOR) di Perusahaan XYZ Bandung

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Industri manufaktur tas menghadapi berbagai tekanan yang menuntut perusahaan untuk memiliki pengelolaan rantai pasok yang efektif dan efisien. Perusahaan XYZ sebagai produsen tas menghadapi permasalahan seperti fluktuasi penjualan, ketidakstabilan output produksi, fluktuasi pengiriman, dan meningkatnya retur produk yang mengindikasikan belum optimalnya pengelolaan *Supply Chain Management* (SCM). Penelitian ini bertujuan untuk menganalisis kondisi SCM serta mengukur kinerjanya menggunakan *Supply Chain Operation Reference* (SCOR). Penelitian ini menggunakan *mixed method* dengan teknik pengumpulan data melalui wawancara dan dokumentasi. Hasil penelitian menunjukkan bahwa perusahaan telah menerapkan SCM secara terintegrasi dari hulu hingga hilir. Kinerja rantai pasok pada atribut *reliability*, *responsiveness*, dan *asset management* berada pada kategori *superior*, sedangkan aspek *cost* berada pada kategori *advantage* sehingga masih memerlukan peningkatan. Oleh karena itu, perusahaan perlu meningkatkan aspek perencanaan kebutuhan bahan baku serta meningkatkan efisiensi biaya produksi untuk mendukung kinerja rantai pasok yang lebih optimal dan berkelanjutan.

Kata kunci: *Supply Chain Management*, kinerja rantai pasok, SCOR, perusahaan XYZ, manufaktur tas.