

## **ABSTRACT**

### **Reka Juliyana (17103101), 2020 - SUPPLY CHAIN MANAGEMENT PERFORMANCE ANALYSIS IN BANDOL BANARAN SANDAL INDUSTRY USING SUPPLY CHAIN OPERATIONS REFERENCE (SCOR) MODEL (CASE STUDY: HOME INDUSTRY “CIBAR”)**

*Supply chain management is an important part of a business because it involves internal and external parties that support industrial business processes. In the face of rapid changes in the business environment, good supply chain management is one of the strategies to continue to survive and improve the competitiveness of an industry. The existence of the bandol sandal industry is one of the economic pillars of the Banaran community, Pasir Luhur Village, West Purwokerto District, this can be seen from the many craftsmen and stalls selling sandals in the area, one of which is the Home Industry "Cibar" owned by Mr. Warsito. This home industry has been established since 2006, while the problems that often occur in this industry are delays in raw materials from suppliers and a narrowing market share due to intense competition. The decline in the number of sales in the "Cibar" Home Industry that has occurred since 2015 requires this industry to make business process improvements, so a supply chain management performance analysis is needed to make it easier to formulate an improvement strategy. Supply chain performance analysis is carried out using the Supply Chain Operations Reference (SCOR) model by mapping the matrix of each level based on the Plan, Source, Make, Deliver, Return, Enable process. Based on the matrix mapping, a questionnaire was compiled using the linkert scale technique to determine the performance value of each matrix indicator. The weight calculation in this study was carried out using the Analytical Hierarchy Process (AHP) method to facilitate the determination of priority criteria. Based on the calculations carried out, it can be seen that the total value of supply chain management performance in the Home Industry "Cibar" is 81.94% and is included in the good or good category. The order of the total process from highest to lowest is make, plan, enable, source, return and deliver. Based on these performance values, recommendations for improvements that can be made by Home Industry "Cibar" include making alternative plans, conducting re-examinations related to transactions, quality and number of products shipped, and managing assets and employees.*

**Keywords:** *Supply Chain Management (SCM), SCM Performance Analysis, Home Industry “Cibar”, Supply Chain Operations Reference (SCOR)*