

Perancangan Strategi Peningkatan Kinerja Rantai Pasok pada Industri Perakitan Barang Menggunakan Metode SCOR dan Importance Performance Analysis (IPA) = Designing Supply Chain Performance Improvement Strategy in The Goods Assembly Industry Using SCOR Method and Importance Performance Analysis (IPA)

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Abstrak

Sejalan dengan evolusi pada industri elektronik dan transportasi, penting bagi perusahaan untuk terus memperbaiki kinerjanya guna mempertahankan daya saing. Penelitian ini bertujuan untuk mengukur kinerja rantai pasok dari perusahaan industri perakitan barang dan merancang strategi perbaikan untuk meningkatkan performa, sehingga didapatkan hasil yang optimal dan daya saing perusahaan tetap terjaga. Metode yang digunakan adalah Supply Chain Operation Reference (SCOR), yang disesuaikan khusus untuk perusahaan sebagai kerangka kerja dalam pengukuran dan perancangan strategi rantai pasok. Indikator kinerja yang bermasalah dipilih berdasarkan pembobotan menggunakan metode Analytical Hierarchy Process (AHP). Ada 27 indikator kinerja yang diukur dan dikategorikan berdasarkan atribut pengukuran model SCOR. Berdasarkan pengukuran performa tahun terakhir, diperoleh nilai 48.24%, yang menempatkan kinerja perusahaan dalam kategori marginal dengan indikasi warna jingga. Importance Performance Analysis (IPA) kemudian digunakan untuk mengidentifikasi indikator prioritas yang performanya kurang baik namun penting, sehingga strategi perbaikan dapat dirumuskan. Dari analisis tersebut, terpilih enam indikator sebagai prioritas dan dua indikator prioritas perbaikan yang telah divalidasi perusahaan. Strategi perbaikan yang dirancang berdasarkan tinjauan pustaka dan diskusi dengan perusahaan. Dua strategi ini direkomendasikan kepada perusahaan untuk diimplementasikan agar dapat memperbaiki kinerja rantai pasoknya.

.....In line with the evolution in the electronics and transportation industries, it is crucial for companies to continuously improve their performance to maintain competitiveness. This study aims to measure the supply chain performance of an assembly goods industry company and to design improvement strategies to enhance performance, thereby achieving optimal results and maintaining the company's competitiveness. The method used is the Supply Chain Operation Reference (SCOR), which is specifically tailored for the company as a framework for measuring and designing supply chain strategies. Performance indicators with issues were selected based on weighting using the Analytical Hierarchy Process (AHP) method. There are 27 performance indicators that were measured and categorized based on the attributes of the SCOR model. Based on the performance measurement of the last year, a score of 48.24% was obtained, placing the company's performance in the marginal category with an orange indication. Importance Performance Analysis (IPA) was then used to identify priority indicators whose performance is poor yet crucial, thus formulating improvement strategies. From this analysis, six indicators were selected as priorities and two as focal points for improvement, validated by the company. The improvement strategies were designed based on literature review and discussions with the company. These two strategies are recommended to the company for implementation to enhance its supply chain performance.