

Supply Chain Management (SCM) Performance Analysis Using the Supply Chain Operations Reference (SCOR) Model at UD Pak Gufron's Mackerel Fish Crackers in Jember Regency

Dr. Ir. R. Abdoel Djamali, M.Si. (Chief Counselor)

Reza Alrizki Imami
Study Program of Agroindustry Management
Majoring of Agribusiness Management

ABSTRACT

Supply Chain Management (SCM) is an approach used to improve the effectiveness and efficiency of supply chain management. UD Kerupuk Ikan Tenggiri Pak Gufron in Jember Regency continues to encounter several challenges, including overstock, limited availability of raw materials, inconsistency in production output, and product damage during distribution. This study aims to analyze the implementation and performance of Supply Chain Management using the Supply Chain Operations Reference (SCOR) model and to formulate recommendations for improvement. This study employed a descriptive method with a mixed-method approach, consisting of qualitative and quantitative approaches. Data were collected through observation, interviews, and documentation. Qualitative analysis was used to identify supply chain conditions based on the five SCOR processes, namely Plan, Source, Make, Deliver, and Return, while quantitative analysis was used to measure performance based on Key Performance Indicators (KPIs). The results indicate that SCM implementation has been carried out across all SCOR processes; however, several challenges remain in production planning, raw material procurement, production processes, and distribution. The measurement results show that the overall SCM performance index, calculated from the average performance index of the five SCOR processes, was 87.05%, which falls into the good category. The Source process achieved the highest performance index at 90.32%, while the Plan process had the lowest at 83.57%. Recommended improvements include systematic sales record-keeping to support production planning, adding alternative suppliers, developing standard operating procedures (SOPs), providing employee training, and improving product packaging quality.

Keywords: *supply chain management, SCOR, UMKM, supply chain*