

ANALYSIS OF SUPPLY CHAIN PERFORMANCE OF CHILI COMMODITIES USING THE SCOR AND AHP METHODS AT CV TAMARA AGRO INDONESIA

By: Siti Rifa Zahra

Abstract

Chili commodities are highly perishable and exhibit significant fluctuations, requiring effective supply chain management to maintain continuity of supply and product quality. This study aims to evaluate the supply chain performance of chili commodities at CV Tamara Agro Indonesia using a descriptive quantitative method with the Supply Chain Operations Reference (SCOR) model and Analytical Hierarchy Process (AHP) weighting. The research sample was determined using purposive sampling, with data collected through observations, interviews, and questionnaires completed by company representatives. Performance assessment was conducted across the five core SCOR processes: Plan, Source, Make, Deliver, and Return. The results show that the overall supply chain performance falls into the “good” category, with a total score of 73.90, consisting of: Plan 65.30, Source 68.30, Make 80.63, Deliver 85.23, and Return 86.81. Although generally performing well, several indicators remain suboptimal, particularly in demand forecasting accuracy, defect-free raw material quality, and responsiveness to production volume adjustments. Through AHP weighting, the most critical indicators were identified as priority areas for improvement. Based on the analysis, this study proposes performance enhancement strategies through strengthened collaboration in planning, forecasting, and supply fulfillment with supply chain partners.

Keywords: AHP, CPFR, SCOR, Supply Chain

ANALISIS KINERJA *SUPPLY CHAIN* KOMODITAS CABAI MENGUNAKAN METODE SCOR DAN AHP PADA CV TAMARA AGRO INDONESIA

Oleh: Siti Rifa Zahra

Abstrak

Komoditas cabai memiliki karakteristik mudah rusak serta tingkat fluktuasi yang tinggi, sehingga memerlukan pengelolaan rantai pasok yang tepat untuk menjaga kontinuitas pasokan dan kualitas produk. Penelitian ini bertujuan untuk menilai kinerja rantai pasok komoditas cabai pada CV Tamara Agro Indonesia menggunakan metode deskriptif kuantitatif dengan model *Supply Chain Operations Reference* (SCOR) serta pembobotan *Analytical Hierarchy Process* (AHP). Sampel penelitian ditentukan melalui teknik *purposive sampling*, dengan pengumpulan data melalui observasi, wawancara, dan kuesioner yang diisi oleh pihak perusahaan. Penilaian kinerja dilakukan pada lima proses inti SCOR, yaitu *Plan*, *Source*, *Make*, *Deliver*, dan *Return*. Hasil penelitian menunjukkan bahwa kinerja rantai pasok berada pada kategori baik dengan skor keseluruhan sebesar 73,90, dengan rincian nilai: *Plan* 65,30; *Source* 68,30; *Make* 80,63; *Deliver* 85,23; dan *Return* 86,81. Meskipun secara umum menunjukkan performa yang baik, beberapa indikator masih belum optimal, terutama terkait ketepatan peramalan permintaan, kualitas bahan baku tanpa cacat, serta kemampuan penyesuaian volume produksi. Melalui pembobotan AHP, indikator paling prioritas berhasil diidentifikasi sebagai acuan perbaikan. Berdasarkan hasil analisis, penelitian ini mengusulkan strategi peningkatan kinerja melalui penguatan kolaborasi perencanaan, peramalan, dan pemenuhan pasokan bersama seluruh mitra rantai pasok.

Kata kunci: AHP, CPFR, SCOR, *Supply Chain*