

***IMPLEMENTATION OF SUPPLY CHAIN OPERATIONS REFERENCE (SCOR) IN IMPROVING OPERATIONAL PERFORMANCE AT STALLO STEAK & SPAGHETTI IN SOUTH JAKARTA***

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**ABSTRACT**

*This study aims to analyze the application of Supply Chain Operations Reference (SCOR) in improving operational performance in Stallo Steak & Spaghetti culinary MSMEs in South Jakarta. Operational problems faced include inconsistencies in product quality, fluctuations in customer complaints about service, and obstacles in raw material stock management that have an impact on smooth operations. This study uses a descriptive qualitative approach, with data collection through in-depth interviews with seven informants, direct observation, and documentation. The data obtained was analyzed using NVivo 14 software to support the coding process and thematic analysis systematically. The results show that all stages in the SCOR model, namely Plan, Source, Make, Deliver, and Return, have been implemented in daily operational activities, although most of them are still informal and have not been documented in a structured manner. The planning process (Plan) and procurement of raw materials (Source) play an important role in supporting the smooth flow of materials and production sustainability, but still faces limitations in the stock recording and control system. In addition, the production and presentation process still relies on direct coordination between parts, potentially causing inefficiencies during busy operating hours. The main obstacles found are the lack of a written Standard Operating Procedure (SOP) and the lack of a structured internal coordination system.*

*Keywords : Supply Chain Operations Reference (SCOR), Operational Performance, MSMEs, Supply Chain Management,*

**PENERAPAN *SUPPLY CHAIN OPERATIONS REFERENCE* (SCOR)  
DALAM MENINGKATKAN KINERJA OPERASIONAL PADA STALLO  
STEAK & SPAGHETTI DI JAKARTA SELATAN**

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**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis penerapan *Supply Chain Operations Reference* (SCOR) dalam meningkatkan kinerja operasional pada UMKM kuliner Stallo Steak & Spaghetti di Jakarta Selatan. Permasalahan operasional yang dihadapi meliputi ketidakkonsistenan kualitas produk, fluktuasi komplain pelanggan terhadap pelayanan, serta kendala dalam manajemen stok bahan baku yang berdampak pada kelancaran operasional. Penelitian ini menggunakan pendekatan kualitatif deskriptif, dengan pengumpulan data melalui wawancara mendalam terhadap tujuh informan, observasi langsung, serta dokumentasi. Data yang diperoleh dianalisis menggunakan perangkat lunak NVivo 14 untuk mendukung proses pengkodean dan analisis tematik secara sistematis. Hasil penelitian menunjukkan bahwa seluruh tahapan dalam model SCOR, yaitu *Plan*, *Source*, *Make*, *Deliver*, dan *Return*, telah diterapkan dalam aktivitas operasional sehari-hari, meskipun sebagian besar masih bersifat informal dan belum terdokumentasi secara terstruktur. Proses perencanaan (*Plan*) dan pengadaan bahan baku (*Source*) berperan penting dalam mendukung kelancaran arus bahan dan keberlangsungan produksi, namun masih menghadapi keterbatasan pada sistem pencatatan dan pengendalian stok. Selain itu, proses produksi dan penyajian masih bergantung pada koordinasi langsung antar bagian, sehingga berpotensi menimbulkan ketidakefisienan pada jam operasional yang padat. Hambatan utama yang ditemukan adalah belum tersedianya Standar Operasional Prosedur (SOP) tertulis serta belum optimalnya sistem koordinasi internal yang terstruktur.

Kata Kunci : *Supply Chain Operations Reference* (SCOR), Kinerja Operasional, UMKM, Manajemen Rantai Pasok,