

**EVALUASI KINERJA RANTAI PASOK MENGGUNAKAN
PENDEKATAN *SUPPLY CHAIN OPERATIONS REFERENCE*
PADA PERUSAHAAN *THIRD-PARTY LOGISTICS*
(STUDI KASUS: PERUSAHAAN PSD)**

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ABSTRAK

Kinerja rantai pasok pada perusahaan jasa logistik perlu diukur secara terstruktur untuk memastikan efektivitas operasional serta mengidentifikasi area yang memerlukan perbaikan. Perusahaan PSD belum memiliki sistem pengukuran kinerja yang terukur sehingga evaluasi masih berfokus pada penyelesaian masalah yang terjadi, khususnya pada ketepatan kedatangan armada dan ketepatan waktu pengiriman. Penelitian ini bertujuan mengevaluasi tingkat kinerja rantai pasok serta menentukan indikator yang menjadi prioritas perbaikan. Penelitian menggunakan pendekatan *Supply Chain Operations Reference* versi 12.0 yang disesuaikan dengan karakteristik operasional perusahaan. Indikator kinerja divalidasi melalui metode *Brainstorming* Modifikasi, selanjutnya dilakukan pembobotan menggunakan *Analytical Hierarchy Process*, normalisasi dengan Snorm de Boer, serta analisis prioritas perbaikan menggunakan *Traffic Light System* serta diagram *fishbone*. Hasil penelitian menunjukkan nilai akhir kinerja rantai pasok sebesar 66,488 dengan kategori *average*. Empat indikator yang menjadi prioritas perbaikan meliputi *vendor on-time truck arrival*, *emergency truck fulfillment time*, *on-time delivery*, dan *delivery schedule flexibility*. Analisis akar penyebab menghasilkan rekomendasi perbaikan yang dapat menjadi dasar bagi perusahaan dalam meningkatkan kinerja operasional serta mendukung perbaikan rantai pasok secara berkelanjutan.

Kata Kunci: Pengukuran Kinerja Rantai Pasok, SCOR, *Analytical Hierarchy Process*, Snorm de Boer, *Third-Party Logistics*.

***SUPPLY CHAIN PERFORMANCE EVALUATION USING THE
SUPPLY CHAIN OPERATIONS REFERENCE FRAMEWORK IN
A THIRD-PARTY LOGISTICS COMPANY
(A CASE STUDY OF PSD COMPANY)***

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ABSTRACT

Supply chain performance in logistics service companies needs to be measured systematically to ensure operational effectiveness and identify areas requiring improvement. PSD Company has not implemented a structured performance measurement system, causing evaluation to focus primarily on operational issues, particularly vendor truck arrival punctuality and on-time delivery. This study aims to evaluate supply chain performance and determine priority indicators for improvement. The research applies the Supply Chain Operations Reference version 12.0 framework, adapted to the company's operational characteristics. Performance indicators were validated using Modified Brainstorming, weighted using the Analytical Hierarchy Process, normalized using Snorm de Boer, and analyzed using the Traffic Light System and fishbone diagram. Results show an overall supply chain performance score of 66.616, categorized as average. The delivery process achieved the highest score of 70.252, while sourcing obtained the lowest score of 55.283. Four indicators were identified as improvement priorities: vendor on-time truck arrival, emergency truck fulfillment time, on-time delivery, and delivery schedule flexibility. The findings provide recommendations to improve operational performance and support continuous supply chain improvement.

Keywords: *Supply Chain Performance Measurement, SCOR, Analytical Hierarchy Process, Snorm de Boer, Third-Party Logistics.*