# ABSTRAK

Penelitian ini bertujuan untuk mengevaluasi kinerja rantai pasok PT Sewu Sentral Primatama menggunakan kerangka *Supply Chain Operation Reference* (SCOR) dan metode *Analytical Hierarchy Process* (AHP). Pendekatan SCOR digunakan untuk memetakan proses inti *Plan, Source, Make, Deliver*, dan *Return*, sedangkan AHP dimanfaatkan untuk menentukan bobot prioritas setiap *Key Performance Indicator* (KPI). Data kinerja aktual dinormalisasi menggunakan metode *Snorm De Boer* agar dapat dibandingkan secara objektif. Hasil penelitian menunjukkan bahwa kinerja rantai pasok perusahaan berada pada kategori "baik" dengan nilai akhir 75. Dari total 41 KPI yang diidentifikasi, 26 indikator dinyatakan relevan untuk evaluasi kinerja. Analisis bobot dan pencapaian KPI mengungkap enam indikator prioritas perbaikan, yaitu *Ship Product Cycle Time*, *Number of Trouble Machine*, *Plan Sourcing Cycle Time*, *Order/Line Received Defect Free*, *% of Product Meeting Specifie Environmental Performance Requirements*, dan *Material Effiency (Yield)*. Indikator-indikator ini memiliki bobot signifikan serta performa di bawah target yang berdampak pada keandalan, responsivitas, dan kelincahan rantai pasok. Penelitian ini memberikan rekomendasi perbaikan yang difokuskan pada peningkatan kecepatan perencanaan dan pengiriman, penguatan koordinasi antar departemen, pengelolaan kualitas pemasok, serta peningkatan keandalan fasilitas produksi. Hasilnya diharapkan menjadi acuan dalam penyusunan strategi perbaikan berkelanjutan yang dapat meningkatkan efektivitas dan efisiensi operasional perusahaan.

**Kata kunci:** *Supply Chain*, SCOR, AHP, KPI, *Snorm De Boer*, Evaluasi Kinerja

## *ABSTRACT*

*This research aims to evaluate the supply chain performance of PT Sewu Sentral Primatama using the Supply Chain Operation Reference (SCOR) framework and the Analytical Hierarchy Process (AHP) method. The SCOR approach is employed to map the core processes of Plan, Source, Make, Deliver, and Return, while AHP is utilized to determine the priority weights of each Key Performance Indicator (KPI). The actual performance data were normalized using the Snorm De Boer method to enable objective comparison. The findings reveal that the company's supply chain performance falls within the "good" category, with a final score of 75. Out of 41 identified KPIs, 26 indicators were deemed relevant for performance evaluation. The analysis of weights and KPI achievements highlights six priority improvement indicators: Ship Product Cycle Time, Number of Trouble Machines, Plan Sourcing Cycle Time, Order/Line Received Defect Free, % of Product Meeting Specified Environmental Performance Requirements, and Material Efficiency (Yield). These indicators carry significant weights and demonstrate under-target performance, thereby affecting the reliability, responsiveness, and agility of the supply chain. The study provides improvement recommendations focusing on enhancing planning and delivery speed, strengthening interdepartmental coordination, managing supplier quality, and improving production facility reliability. The results are expected to serve as a reference in formulating continuous improvement strategies that enhance the company's operational effectiveness and efficiency*.



***Keywords:*** *Supply Chain, SCOR, AHP, KPI, Snorm De Boer, Performance Evaluation*