

ABSTRAK

Penelitian ini bertujuan guna dapat menganalisis kinerja rantai pasok di UMKM Ambudi Makmur Dua dengan menggunakan SCOR dan normalisasi *Snorm De Boer*. Permasalahan yang di hadapi UMKM Ambudi Makmur Dua adalah belum adanya sistem pengukuran kinerja rantai pasok yang terstruktur. Penelitian ini menggunakan pendekatan deskriptif kuantitatif dengan teknik expert judgment yaitu menggunakan satu responden yang paling paham, pengukuran kinerja rantai pasok menggunakan lima proses utama SCOR yaitu, *Plan*, *Source*, *Make*, *Deliver*, *Return* dengan dimensi Reliability, Responsiveness, Agility, Cost, dan Asset. Hasil penelitian ini menunjukkan sebagian besar proses berada pada kategori baik, seperti *Plan* 77% kategori *Good*, *Source* 67% kategori *Average*, *Make* 77% kategori *Good*, *Deliver* 92% kategori *Excellent* dan *Return* kategori *Poor* dengan nilai terendah karena belum adanya sistem penanganan *Return*. Perbaikan yaitu pengutan sistem operasional agar kinerja rantai pasok lebih optimal dan berkelanjutan.

Kata Kunci : Kinerja rantai pasok, SCOR, Snorm De Boer, UMKM, salak

ABSTRACT

This study aims to analyze the supply chain performance of Ambudi Makmur Dua SME using the SCOR model and Snorm De Boer normalization. The problem faced by Ambudi Makmur Dua SME is the absence of a structured supply chain performance measurement system. This research employs a quantitative descriptive approach with an expert judgment technique, involving one respondent who has the most relevant knowledge. Supply chain performance is measured using the five main SCOR processes: Plan, Source, Make, Deliver, and Return, along with the dimensions of Reliability, Responsiveness, Agility, Cost, and Asset. The results indicate that most processes fall into good categories, such as Plan at 77% (Good), Source at 67% (Average), Make at 77% (Good), Deliver at 92% (Excellent), while Return is categorized as Poor with the lowest score due to the absence of a return handling system. Improvements are needed in strengthening the operational system to achieve more optimal and sustainable supply chain performance.

Keywords: Supply chain performance, SCOR, Snorm De Boer, SME, snake fruit