ABSTRAK

Penelitian ini dilatarbelakangi oleh permintaan bahan baku dan jumlah target penjualan di Pabrik Roti 99 yang belum terpenuhi serta tingkat cacat produk yang masih sangat tinggi. Tujuan penelitian menentukan pengukuran kinerja *Supply Chain Management* menggunakan metode Green SCOR dan usulan perbaikan pada pengukuran kinerja *Supply Chain Management* di Pabrik Roti 99 yang mempunyai nilai rendah. Jenis penelitian yang digunakan dalam penelitian ini adalah berjenis penelitian kuantitatif. Jenis data dalam penelitian ini yaitu data primer. Data primer dalam penelitian ini yaitu, data yang diperoleh dari penggisian kuesioner penilaian kinerja yang diberikan kepada responden yang sesuai dengan target dan karakteristik yang sudah ditentukan sebelumnya. Hasil penelitian menunjukan nilai total akhir kinerja *Supply Chain Management* menggunakan metode *Green* SCOR sebesar 38,95. Nilai 38,95 pada tingkat indikator kinerja termasuk kategori *poor* (rendah).

Kata kunci: *SCM, Green SCOR, Key Performance Indicator, Kinerja*

ABSTRACT

This research was motivated by the demand for raw materials and the number of sales targets at the Roti 99 Factory which had not been met as well as the level of product defects which was still very high. The research objective is to determine supply chain management performance measurement using the Green SCOR method and propose improvements to the supply chain management performance measurement at the 99 Bakery Factory which has a low score. The type of research used in this research is quantitative research. The type of data in this research is primary data. Primary data in this research is data obtained from filling out performance assessment questionnaires given to respondents in accordance with predetermined targets and characteristics. The research results show that the final total value of Supply Chain Management performance using the Green SCOR method is 38,95. The value of 38,95 at the performance indicator level is included in the poor (low) category.

Keywords: SCM, Green SCOR, Key Performance Indicator, Performance