

ABSTRACT

This research was conducted to identify responsiveness and reliability of supply chain management (study case on Paguyuban Kampung Gitar) at Pangalengan. The purpose of this research was to know and measurement level of implementation attributes responsiveness and reliability from supply chain management by BKG Miniature Guitar.

This research using qualitative method with sampling technique use incidental sampling type purposive sampling, and the respondents only a person. The data was analyzed by Supply Chain Operation Reference Model 12.0 by The Association for Operations Management (APICS)

According to calculation from research in BKG Miniature Guitar, based on Reliability BKG is 92.8% in Excellent Category and Responsiveness is 17.78 each process in day. Based on process calculation in source make and deliver process, BKG should be improved on source with POF Metric source only 64.27%. With improvement in that indicator, hopefully will increase performance supply chain in BKG.

Keywords: *Supply chain management, Reliability, Responsiveness*