

ABSTRACT

Measurement and evaluation of company performance are crucial in maintaining competitiveness and operational efficiency. PT. CKB, a small and medium-sized enterprise (SME), has high potential in terms of revenue performance. However, PT. CKB faces challenges, particularly in its supply chain, which, if not addressed, could hinder the company's overall performance. By identifying areas that require improvement in Supply Chain Management (SCM) and proposing effective enhancement strategies, this study provides guidance for PT. CKB to ensure the sustainability and optimization of the company's operational performance. The study aims to analyze PT. CKB's supply chain performance using an evaluation method that includes weighting indicators through the Analytical Hierarchy Process (AHP) within the 3-level Supply Chain Operations Reference (SCOR) model. The results indicate that most performance indicators fall into the "good" category, with consistent scores above 60%, such as forecast accuracy, raw material planning, and on-time production. However, the percentage of raw material inventory below 60% suggests the need for improvement in inventory management. The implications of these findings provide insights for PT. CKB to formulate strategies for overall supply chain performance enhancement, including recommendations for clearer SOPs and relevant suggestions aimed at improving the efficiency, effectiveness, and competitiveness of PT. CKB's supply chain, which in turn can aid in the company's development and progress.

Keywords: Garment Industry, Supply Chain Management (SCM), Analytical Hierarchy Process (AHP), Supply Chain Operation Reference (SCOR)