

ABSTRACT

PT XYZ is a company engaged in the processing of crude palm oil (CPO) that produces various derivative products for both food and non-food needs. Currently, the company is facing delays in the production process of RBD palm oil (RBDPO), which impacts its supply chain performance. This research aims to design performance parameters and determine the priority weights of supply chain activities to create a more structured performance system. The Supply Chain Operations Reference (SCOR) model is used to measure supply chain performance, while the Analytic Hierarchy Process (AHP) is employed to determine the priority weights of each activity. The study reveals 17 supply chain performance parameters for RBDPO products at PT XYZ based on the SCOR model. Through AHP calculations, five parameters with the highest priority weights have been identified as focal points for improvement. The total supply chain performance score for PT XYZ is 89.623, categorized as Good. As part of the recommendations, a performance measurement *dashboard* has been designed to facilitate management in monitoring and enhancing supply chain performance in real-time. This research is expected to assist PT XYZ in identifying key areas for improvement, enhancing operational efficiency, and supporting sustainable customer satisfaction improvements.

Keywords: Performance Measurement, SCOR, AHP, Palm Oil Refinery