

ABSTRAK

Penelitian ini bertujuan untuk mengukur kinerja rantai pasok kelapa sawit di Desa Kanal, Kecamatan Bangko Pusako, Kabupaten Rokan Hilir dengan menggunakan pendekatan model *Supply Chain Operations Reference* (SCOR). Permasalahan utama dalam rantai pasok di wilayah ini melibatkan ketidaktepatan waktu pengiriman, fluktuasi pasokan, kualitas TBS yang bervariasi, serta koordinasi yang belum optimal antara petani, agen, ramp, dan pabrik. Penelitian dilakukan secara studi kasus dengan pendekatan kuantitatif, mengumpulkan data primer melalui wawancara dan observasi, kepada pelaku rantai pasok. Data dianalisis berdasarkan lima dimensi utama SCOR, yaitu *reliability*, *responsiveness*, *flexibility*, *cost*, dan *asset management*. Hasil penelitian menunjukkan bahwa kinerja *reliability* masih rendah dengan nilai *Delivery Performance* 50%, *Fill Rate* 46,3%, dan *Perfect Order Fulfillment* hanya 35,7%. *Responsiveness* dan *flexibility* juga belum optimal dengan *Order Fulfillment Cycle Time* 9,75 jam dan waktu penyesuaian pasokan 2,75 hari. Sebaliknya, dimensi *cost* dan *asset management* menunjukkan hasil baik dengan biaya operasional 4,41% dan utilisasi kapasitas pabrik sebesar 86,43%. Penelitian ini merekomendasikan peningkatan sistem informasi, pemberdayaan petani, serta optimalisasi distribusi dan fleksibilitas sebagai strategi perbaikan rantai pasok. Pendekatan SCOR terbukti efektif dalam mengidentifikasi kelemahan dan menjadi dasar penyusunan strategi pengembangan sistem distribusi secara menyeluruh.

Kata Kunci: Rantai Pasok, Kelapa Sawit, SCOR, Kinerja, Strategi

ABSTRACT

This study aims to measure the performance of the palm oil supply chain in Kanal Village, Bangko Pusako District, Rokan Hilir Regency using the Supply Chain Operations Reference (SCOR) model. The main problems in the supply chain in this region involve inaccurate delivery times, supply fluctuations, varying FFB quality, and suboptimal coordination between farmers, agents, ramps, and mills. The research was conducted as a case study with a quantitative approach, collecting primary data through interviews and observations with supply chain actors. Data were analyzed based on the five main dimensions of SCOR, namely reliability, responsiveness, flexibility, cost, and asset management. The results showed that reliability performance was still low with a Delivery Performance value of 50%, Fill Rate 46.3%, and Perfect Order Fulfillment of only 35.7%. Responsiveness and flexibility were also suboptimal with an Order Fulfillment Cycle Time of 9.75 hours and a supply adjustment time of 2.75 days. In contrast, the cost and asset management dimensions showed good results with operational costs of 4.41% and factory capacity utilization of 86.43%. This study recommends improving information systems, empowering farmers, and optimizing distribution and flexibility as supply chain improvement strategies. The SCOR approach has proven effective in identifying weaknesses and providing the basis for developing a comprehensive distribution system development strategy.

Keywords: Supply Chain, Palm Oil, SCOR, Performance, Strategy