# *ABSTRACT*

*This research discusses the design of performance measurement in supply chain management using the Supply Chain Operations Reference (SCOR) model developed by the Supply Chain Council. The model develops performance indicators focusing on supply chain activities that occur within companies, including planning, sourcing, manufacturing, delivering, and returning. Each of these five activities has performance attributes such as reliability, responsiveness, flexibility, cost, and assets. The implementation of this study was conducted at CV. XYZ, a company that produces plain and printed t-shirts located in Bojonegoro, East Java. The research was carried out from January 2024 to September 2024. The results indicate 35 performance indicators that represent the activities of supply chain management. These indicators consist of 9 performance indicators for the planning activity, 7 for sourcing, 6 for manufacturing, 7 for delivering, and 6 for returning. The Analytical Hierarchy Process (AHP) was used for weighting the activities in SCOR. The weighting results show the order of importance, with sourcing (0.252) being the highest, followed by delivering (0.222), planning (0.221), manufacturing (0.209), and returning (0.095). A scoring system was subsequently applied, resulting in 23 performance indicators with a green score, 8 with a yellow score, and 4 with a red score. A limitation of this research is that one SCOR activity, enabling, was not analyzed, so it is hoped that future studies will include an analysis of all SCOR activities.*



*Keywords: T-shirt Supply Chain, Supply Chain Management Performance Measurement, Supply Chain Operations Reference (SCOR), Key Performance Indicator (KPI), Analytical Hierarchy Process (AHP).*