

ABSTRACT

XYZ MSME faces challenges in order fulfillment with a processing time of 71 minutes, which has the potential to reduce operational efficiency and customer satisfaction. This study aims to measure and improve order processing performance using the SCOR Model and Lean Logistics.

Using the SCOR Model, three low-scoring metrics were found: Receive, Configure, Enter & Validate Order Cycle Time (score 27), Receive Product from Source Cycle Time (score 67), and Ship Product Cycle Time (score 75). Lean Logistics analysis shows that 21% of activities are value-added, while 79% are non-value-added but still necessary. The main wastes found include waiting time, inefficient manual processes, and redundant activities.

Improvements were made by streamlining workflows, eliminating non-value-added activities, and improving coordination. As a result, processing time was reduced from 71 minutes to 39 minutes, with a 30% increase in cycle efficiency. All three key metrics also reached the excellent category, signifying significant improvements in order fulfillment accuracy and speed.

This research provides guidance for XYZ MSME to improve operational efficiency and customer satisfaction. Going forward, digitization and periodic evaluation can be implemented to ensure continuous improvement.

Keywords— [Performance Measurement, Business Process Improvement, SCOR Model]