

ABSTRACT

Supply Chain Management (SCM) is crucial for improving a company's operational efficiency, including for small and medium enterprises (SMEs) such as the "Yanto Tahu" Home Industry. This company faces various obstacles, such as intense competition, changing market trends, and supply chain issues such as inconsistent raw material quality, late deliveries, and marketing difficulties. All of these issues impact the smoothness of production and distribution, ultimately affecting operational effectiveness and customer satisfaction. Therefore, a supply chain evaluation is necessary to maintain the company's competitiveness. This study uses two methods: Supply Chain Operation Reference (SCOR) to identify performance indicators, and Analytical Hierarchy Process (AHP) to determine the priority weight of each indicator. The results show that the Deliver (delivery) and Enable (process support) attributes have the lowest scores, namely 8.08% and 6.48%, respectively. This indicates that the delivery and process support aspects must be improved to achieve more optimal supply chain performance.

Keywords: *AHP, Performance Evaluation, IKM, SCOR*