

Perancangan Strategi Perbaikan untuk Meningkatkan Kinerja Rantai Pasok Gudang Pusat Alat Kesehatan Menggunakan Metode Supply Chain Operation Reference = Strategic Design for Improving the Supply Chain Performance of the Warehouse Medical Equipment using the Supply Chain Operation Reference Method

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Abstrak

Persaingan sektor kesehatan di Indonesia semakin kompetitif ditandai dengan adanya rencana peningkatan Tingkat Kandungan Dalam Negeri (TKDN). Sebagai salah satu perusahaan distributor alat medis di Indonesia, tentunya diperlukan rantai pasok yang efektif dan efisien demi dapat mempertahankan daya saingnya. Penelitian ini bertujuan untuk mengukur kinerja rantai pasok gudang pusat perusahaan distributor alat kesehatan dan memberikan strategi perbaikan supaya proses aliran barang lebih optimal. Model Supply Chain Operation Reference (SCOR) digunakan dalam penelitian untuk mengevaluasi kinerja indikator rantai pasok. Berdasarkan hasil pengukuran, didapatkan kinerja keseluruhan gudang pada tahun 2023 berada dalam kategori Average dengan rata-rata sebesar 68,76%. Dari 20 indikator yang diajukan, terdapat 6 indikator prioritas yang masih memerlukan perbaikan menurut pemetaan Importance Performance Analysis. Kemudian, disusunlah rancangan strategi perbaikan yang berdasarkan diskusi dan wawancara dengan perusahaan serta penilaian Relationship Matrix. Strategi tersebut diantaranya Satu Optimasi melalui Warehouse Management System (WMS), Digital Logistics Scheduling and Tracking System, dan Evaluasi Rutin Manpower Gudang.

.....Competition in the healthcare sector in Indonesia is becoming increasingly competitive, marked by plans to increase the Domestic Content Level. As one of the medical equipment distributor companies in Indonesia, an effective and efficient supply chain is needed to maintain its competitiveness. This research aims to measure the performance of the central warehouse supply chain of the medical equipment distributor company and provide improvement strategies to optimize the flow of goods. The Supply Chain Operations Reference (SCOR) model is used in the research to evaluate supply chain performance indicators. Based on the measurement results, the overall warehouse performance in 2023 was in the Average category with an average of 68.76%. Out of the 20 proposed indicators, there are 6 priority indicators that still need improvement according to Importance Performance Analysis mapping. Subsequently, improvement strategy designs were developed based on discussions and interviews with the company and Relationship Matrix assessment. These strategies include Single Optimization through Warehouse Management System (WMS), Digital Logistics Scheduling and Tracking System, and Routine Evaluation of Warehouse Manpower.