

**MEASURING THE PERFORMANCE OF GREEN SUPPLY-
CHAIN USING THE GREEN SCOR APPROACH AT THE
SMALL AND MEDIUM INDUSTRY GALLERY (GALERI IKM)
MALANG REGENCY**

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Abstract

Supply chain management is a process that can regulate all business activities, from information, funds, and other resources needed by the company. The development of supply chain management is one way to increase the strength of competition that occurs in the Small and Medium Industry environment. The research was conducted by conducting field observations to find out the problems that occurred in the IKM Gallery Kab. Poor. Then, a Key Performance Indicator (KPI) was designed which was obtained from the interview. After conducting the interview, it was found that 3 main components are available at the IKM Gallery, namely Deliver (Deliver Quantity Accuracy, Shipping Document Accuracy, and Deliver Cycle Time), Return (% of Complaint Regarding Missing Environmental Requirements from Product and % of Error-Free Return). Ship) and the last is Enable (% of Employee Educated in Environmental Requirements). KPI is used to calculate the normalized value of SNORM which is the result of the performance of each KPI. The value of each KPI that has been obtained will also be used to calculate the final GSCM performance value at the IKM Gallery. In determining the final performance value, the Analytical Hierarchy Process (AHP) method is needed to determine the priority at KPI Levels 1, 2, and 3. After processing the data, an indicator that requires improvement is found, namely Enable (% of Employee Educated in Environmental Requirements). Then, to maximize the final performance, a solution is designed for the indicators. The solution is in the form of link that is distributed to workers. After distributing link, workers are encouraged to fill out a google form to get feedback. After the implementation results are obtained, the results of the increase in the final performance value are obtained.

Keywords: *supply chain, Key Performance Indicator, GSCM, SNORM Normalitation, AHP*