

ABSTRACT

Supply Chain and Marketing Analysis of Frozen Beef (Case Study at CV RHMeat, Bandar Lampung City)

By

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This study aims to analyze the supply chain condition, supply chain performance, supplier satisfaction level, and marketing mix of frozen beef at CV RHMeat in Bandar Lampung City. This research used a case study method with qualitative and quantitative descriptive approaches. The supply chain condition was analyzed using the Food Supply Chain Network (FSCN) approach, while supply chain performance was analyzed using the Supply Chain Operations Reference (SCOR) model with Cash to Cash Cycle Time (CTCCT), Perfect Order Fulfillment (POF), Order Fulfillment Cycle Time (OFCT), and flexibility indicators. Supplier satisfaction was analyzed using the Customer Satisfaction Index (CSI), while the marketing mix was analyzed based on product, price, place, and promotion elements. The results show that the frozen beef supply chain at CV RHMeat involves three main suppliers, namely PT Juang Jaya, PT Lampung Kulina Utama, and PT Anugrah Pangan Lestari. In general, supply chain performance has operated well, particularly in the CTCCT and flexibility indicators, while the POF and OFCT indicators still need improvement. The supplier satisfaction level obtained a CSI score of 67.04 percent and was categorized as satisfied. The marketing mix based on consumer perceptions was categorized as very good. Overall, the supply chain and marketing activities of CV RHMeat have operated well, but improvements were still needed in order fulfillment accuracy, stock recording, information exchange, and pricing and promotion strategies.

Key words: frozen beef, marketing mix, supplier satisfaction, supply chain, SCOR

ABSTRAK

ANALISIS RANTAI PASOK DAN PEMASARAN DAGING SAPI BEKU (Studi Kasus di CV RHMeat Kota Bandar Lampung)

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Penelitian ini bertujuan untuk menganalisis kondisi rantai pasok, kinerja rantai pasok, tingkat kepuasan pemasok, dan bauran pemasaran daging sapi beku pada CV RHMeat Kota Bandar Lampung. Metode penelitian yang digunakan adalah studi kasus dengan pendekatan deskriptif kualitatif dan kuantitatif. Analisis kondisi rantai pasok dilakukan menggunakan pendekatan *Food Supply Chain Network* (FSCN), sedangkan kinerja rantai pasok dianalisis menggunakan model *Supply Chain Operations Reference* (SCOR) dengan indikator *Cash to Cash Cycle Time* (CTCCT), *Perfect Order Fulfillment* (POF), *Order Fulfillment Cycle Time* (OFCT), dan *flexibility*. Tingkat kepuasan pemasok dianalisis menggunakan *Customer Satisfaction Index* (CSI), sedangkan bauran pemasaran dianalisis berdasarkan unsur produk, harga, tempat, dan promosi. Hasil penelitian menunjukkan bahwa rantai pasok daging sapi beku CV RHMeat melibatkan tiga pemasok utama, yaitu PT Juang Jaya, PT Lampung Kulina Utama, dan PT Anugrah Pangan Lestari. Kinerja rantai pasok secara umum telah berjalan baik, terutama pada indikator CTCCT dan *flexibility*, sedangkan indikator POF dan OFCT masih perlu ditingkatkan. Tingkat kepuasan pemasok memperoleh nilai CSI sebesar 67,04 persen dan termasuk kategori puas. Bauran pemasaran berdasarkan persepsi konsumen berada pada kategori sangat baik. Secara keseluruhan, rantai pasok dan pemasaran CV RHMeat sudah berjalan baik, namun masih perlu peningkatan pada ketepatan pemenuhan pesanan, pencatatan stok, pertukaran informasi, serta strategi harga dan promosi.

Kata kunci: bauran pemasaran, daging sapi beku, kepuasan pemasok, rantai pasok SCOR.