Reverse Logistic Performance Measurement using The Supply Chain Operation Reference (SCOR) Model (Case Study: Tupperware Indonesia)

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Abstract. Sustainability in business can be implemented through a green supply chain such as implementing reverse logistics. Tupperware Indonesia is a company that has implemented sustainability by implementing reverse logistics by providing guarantees. This study aims to measure the results of the reverse logistics performance that has been implemented at Tupperware Indonesia using the SCOR method. Reverse logistics performance measurement is carried out on eco bottle product types in the reverse logistics process which consists of 4 process elements (plan, source, deliver and return), using reliability attributes, and 9 KPIs. In addition to using the SCOR method, this study also uses a traffic light system to group KPIs into three colors (red, yellow and green) based on the target KPI achievement values. The results showed that the value of reverse logistics performance at Tupperware Indonesia was in the good category with a score of 75.6. There were 2 KPIs in the red category (achievement of performance indicators is still far from the target and requires special attention to be immediately improved), 3 KPIs in the yellow category (achievement of performance indicators has almost reached the target), and 4 KPIs in the green category (achievement of performance indicators is in accordance with the target). This research can be used as a reference for companies to evaluate reverse logistics performance that has been carried out so far and implement several improvements to maintain and improve company performance. Reverse logistics performance measurement at Tupperware Indonesia was carried out using the SCOR method in the plan, source, deliver and return processes with reliability attributes and 9 KPIs. Based on the results of data processing, it is known that the reverse logistics performance value at Tupperware Indonesia is included in the good category with a value of 75.6.

Keywords: supply chain, reverse logistic, SCOR, KPI.