



APPLICATION OF SUPPLY CHAIN MANAGEMENT SYSTEM FOR EDUCATION (CASE STUDY: UNIVERSITY MERCU BUANA, CAMPUS D)

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ABSTRACT

This study aims to create a Supply Chain Management Strategy framework at the University. The research methodology used is qualitative approach. Data collection will be taken through in-depth interviews and detailed observations on key informants and then analyze the data and draw conclusions by reduction. The result of this research is the concept of university Supply Chain Management System which consists of input, process and output. Supply Chain Management at the university is expected to improve the efficiency and effectiveness of the organization to achieve corporate goals and create strategic values that can determine the sustainability of the company.

KEYWORDS : Supply Chain Management, Education, University

INTRODUCTION

In the last two decades, global competitive pressure has continuously pushed Supply Chain Management (SCM) into a critical organizational role. Companies continue to strive for greater cost savings from their supply chains, and now even rely on their supply chain partners to take on the core aspects of their business, including key product creation and merchandising decisions (Kahn, 2003), as well as product innovation (Grant, 2002). A growing array of specialized skills, tools and techniques to cultivate, monitor and manage this increasingly complex supply chain relationship has evolved. Thus, demand for managers with these skills has grown, and more and more colleges and universities offer dedicated SCM programs (Walter, 1999). Many important concepts for SCM have been taught for decades in the realm of logistics, purchasing, transportation, marketing and operations management.

Human resources is one aspect that plays an important role in the development of a company or other structural institutions, especially those associated with strategic structural positions. Quality Human resources is one of the factors that improve the productivity of an organization's performance / agency. Many organizations that assess the internal state of the organization did not experience a significant development, on the other hand operational continues. It is caused by the existence of human resources factors that exist within the company is not fully understood. Therefore it is necessary human resources that have high competence so that the precise placement of someone in an office will bring strategic impact for the company's continuity.

In an academic supply chain, an institution works in close collaboration with schools, higher education colleges, current students, university staff and graduate entrepreneurs while designing a curriculum to satisfy all stakeholders (O'Brien & Kenneth, 1996). It is important to have every member of the supply chain involved in this process and also to develop good communication in sharing information between upstream, focal and downstream companies.

Given the importance of the supply chain in education (university software), it examines the upstream and downstream integration simultaneously and concludes that university / school performance will increase significantly when there is strong two-way integration between suppliers and customers. This research focuses on the role of Supply Chain Management for Education in Improving the Performance of Mercu Buana University (Case Study of Campus D, Kranggan).

LITERATURE REVIEW

Supply Chain Management

Supply Chain Management (SCM) Supply chain or supply chain is a physical network consisting of a series of company companies involved in supplying raw materials, producing goods, or sending them to customers or end users. SCM is a method, tool, or processing approach. However, it should be emphasized that SCM requires an integrated approach or method based on the spirit of the oration colabor. SCM in its essence covers the scope of work and responsibility. In general all activities related to the flow of materials, information, and money throughout the supply chain are activities within SCM coverage

Supply Chain Business Process.

According to James R. Stock and Douglas M. Lambert (2001, 68 - 71), successful supply chain management requires an integrated system. Each unit in the supply chain becomes one, not stand-alone as is the case with traditional supply chains. Operation activities in the supply chain require a continuous flow of information to produce a good product at the right time in accordance with the needs of consumers. In this case the consumer becomes the focus in every operation performed.

James R. Stock and Douglas M. Lambert (2001, 68 - 71) also state that in the integrated supply chain there are the following processes:

1. Customer Relationship Management

It is the management of good relationships with consumers, starting with identifying who our consumers are, what their needs are, what kind of specifications consumers want. Thus, it can periodically evaluate the extent to which the level of customer satisfaction has been met.

2. Customer Services Management

Serves as an information center for consumers, providing real time information on delivery schedules, product availability, product availability, prices and more. Included also in it after sales service that can serve consumers efficiently for the use of products and other applications.

3. Demand Management

Demand management (demand management) serves to balance the needs of consumers with the capacity of companies that provide products or services required. It includes determining what the customer needs and when it needs it. A good demand management system uses point of sale and consumer data to reduce uncertainty and improve flow efficiency in the supply chain. Marketing needs and production plans must be coordinated, consumer needs and production capacity must be aligned so that

global inventories can be properly managed.

4. Customer Order Fulfillment

The process of meeting consumer demand on time, even faster than agreed with the minimal cost of fulfillment, requires good coordination of each member of the supply chain. The main objective is to create a demand-fulfillment process smoothly from raw material suppliers to final consumers.

5. Manufacturing Flow Management

The production process is strived in such a way that as soon as possible to provide the necessary products with minimal inventory levels. For that required adequate preparation and suitability of demand with production capacity. Including the preparation of the production process is the availability of guaranteed raw materials so that the smoothness of the production process can be maintained. It is necessary to establish good relationships with relevant suppliers.

6. Product Development and Commercialization

It starts with an evaluation of customer needs and existing complaints from existing products. The development of new products requires good cooperation with suppliers to ensure the availability of the necessary raw materials. In addition, also need to be prepared technology in the field of production that can support the development of this product.

7. Returns

The management of the return product is an important process and can be used as one of the advantages of the competitiveness of the company. The performance of product return management can be measured with the "Return to Available" parameter, ie the time it takes to change the product back into a reusable product.

University

University is a higher education institution education institution. Students are called college students, while college educators are called lecturers (Wikipedia). While the University is an institution of higher education and research, which provides academic degrees in various fields. A university provides undergraduate & graduate education. The word university is derived from the Latin language of the university magistrorum et scholarium, meaning "community of teachers and academics." Inside the University there are faculties The Faculty is part of the University that educates students in a particular field. For example, there is the Faculty of Medicine and the Faculty of Engineering So it can be analogized that the Faculty is a school, so the University is a School that is divided into several schools in one field respectively.

Several previous studies relating to supply chains in education and university are the research of Habib et al. (2008) that makes the supply chain model at the university. Owusu-Bi et al. (2015) identifies the Internal Supply Chain Framework in Education. While research Gopalakrishnan (2015) make the concept of Supply Chain Management at RMIT University Vietnam. Based on previous theoretical and research studies, the research framework is:

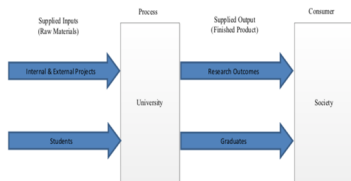


Figure 1. Research Skeptics of Supply Chain Management of Higher Education

RESEARCH METHODS

The research method used in this research is qualitative research with case study approach. Bogdan and Taylor (in Moleong, 2007: 3) suggests that qualitative methodology is a research procedure that

produces descriptive data in the form of written and oral words of observed persons and behaviors. The object of this study is This research was conducted at the University of Mercu Buana Campus D Kranggan. Data collection techniques are techniques or ways that researchers can use to collect data. In qualitative research is known data collection methods such as observation, focus group discussion (FGD), in-depth interviews and case studies. Sampling technique used by researcher for this research is purposive sampling and snowball sampling. Purposive sampling is a technique of retrieving data sources with certain considerations, while snowball sampling is a technique of sampling the data source that initially a little, long to become big. Field data analysis was conducted with reference to Milles and Huberman models. In detail can be explained as follows:

1. Data reduction, which summarizes, chooses the main points, focuses on the things that are important, sought the theme and pattern. Thus the reduced data will provide a clearer picture and make it easier for researchers to do further data collection and search for it when necessary. In reducing the data, each researcher will be guided by the objectives to be achieved. The main purpose of qualitative research is on the findings. Therefore, if researchers in doing research to find everything that is considered unfamiliar, not known, does not have a pattern, it must be the attention of researchers in reducing the data.
2. Presentation of data, which presents data in the form of brief descriptions, charts, relationships between categories, flowcharts and the like. But the most commonly used to present data in qualitative research is with narrative text. Miles and Huberman (1984), suggested in addition to the narrative text, can also be graphs, matrices, networks and charts.
3. Withdrawal Conclusion, which is an attempt to uncover the meaning of the data collected. From the data will be obtained tentative conclusions, blurred, rigid and dubious, so the conclusion needs to be verified. Verification is done by reviewing data reduction and data presentation so that the conclusion taken is not deviant.

RESULTS AND DISCUSSION

Increased competition in the world of schools or universities, increasingly complex community demands and the growing number of graduate students from emerging colleges. Today many factors are triggering every school / university to be able to compete to create the best and creative graduates to open jobs. This is no other way to increase competitive advantage.

In order to improve this competitiveness, networks with good integration within a school or university are required. Service companies or businesses in education, students, curriculum, government support (Dikti and Ban PT) and educational suppliers have seen their supply chain as an important area to reduce costs and gain competitiveness. By managing the flow of information, product flow, and material flow between suppliers and distributors using Supply Chain Management (hereinafter SCM).

Supply chain is a set of activities involved in the process of transformation and distribution of goods ranging from the earliest raw materials from nature to finished products to the final consumer, until finally emerged a new strategy approach in the 90s called Supply Chain Management integration of goods and services procurement activities, conversion into intermediate and final products, and delivery to customers (Anwar, 2011). Below is a concept for the University Supply Chain Management system.

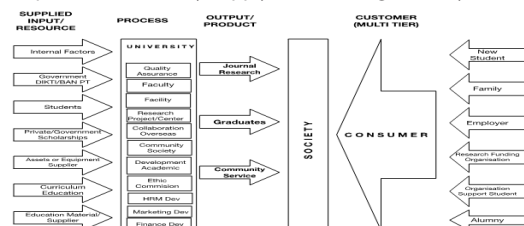


Figure 2. Concept of Supply Chain Management System of Higher Education

University performance measurement can be seen from various aspects one of them through the growth of the number of students each year. In the picture above is a step by step in the effort of applying supply chain at university.

The first stage begins with supplied resources means the input or power source that must be owned by the university. Government support, student / prospective student, learning curriculum, supplier asset or equipment, educational materials required by the university is very important. The second stage is the process. This means that from resource supply activities the need for integrated processing within the university itself, of course with the support of the power source owned by the company. The process here is quality management within the organization of the school itself, for example a school needs to be supported by a quality assurance unit to ensure quality activities in the university result. The marketing unit within the new prospective student network. There is a faculty within a university that serves various faculties. Academic development is very important in schools or universities that will enrich the quality of education in learning. Community service unit is a Community Service Unit as a Unit of community service activities to facilitate the activity of dedication activities Lecturer mainly disseminates the results of lecturer research that can be developed and used for the needs of the community, especially in the field of health. The Ethics Committee is an independent research institute or committee of universities, located at the institutional level and consists of lecturers as well as professionals. The Ethics Committee is responsible for ensuring that the right, security and well-being of the lecturers as subjects are protected. This responsibility is carried out by reviewing, providing approval / approval of an issue that occurs within the university.

The third stage is the output (output / product results). The concept of the product is developed from a variety of sources, which come from within and outside of universities. The concept that can pass the initial stage, proceed through various stages, with continuous assessment and evaluation within the university environment to minimize failure. Outputs in universities are research-based journals, qualified graduate students, and community service means students after graduation will be returned to the community as they are a part of them.

Multitier of the community is a consumer which is a continuation of prospective students, families, workers, alumni, support companies that provide scholarships, or not, corporate CSR, etc.

From the above description Kaplan and Norton (2000) argue that there is a positive relationship between increasing the number of customers or students with the improvement of school / university performance. Quality of service should be enhanced by when the quality of service is well received and perceived by the consumer, the service provider will do everything possible to support the opportunity to retain the customer, regardless of how the consumer experience feels the quality of previous service / service

CONCLUSION

Dynamic conditions, uncertainty and complexity are experienced by most business practices, including universities. To maintain business continuity, the University must improve and sustain their organizational strategy. Supply Chain Management (SCM) becomes a major role in organizations to sustain their practice. By implementing an effective Supply Chain system, it is expected that universities can perform campus services activities in an efficient, qualified, fast, flexible and innovative way to achieve company goals and create strategic values that can determine business sustainability.

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