ABSTRACT

In many different industries, including finance, healthcare, government, manufacturing, and distribution, the blockchain itself has taken on a life of its own and permeated a wide variety of applications. Additionally, blockchain can be used to aid in supply chain management. The optimal fusion of efficiency and transparency can be achieved by combining Supply Chain Management and Blockchain technology. In order to set itself apart from other coffee shops, Starbucks' quality control procedure is quite tight when choosing the raw materials used to produce its coffee products. They do thorough quality inspections at every stage. Additionally, they roast, taste, and assess the items they were given. So how does Starbucks continue to produce goods of high quality? Starbucks is able to uphold high product standards in any nation or city by using locally obtained ingredients and suppliers to preserve the quality of its products. This research also analyzed how blockchain positively impacts Starbuck's supply chain management to preserve product quality. In order to address the research question this research will use the qualitative approach that collects primary data and secondary data. The data for this study will be separated into two groups: primary data and secondary data, therefore the author will attempt to locate both data for this study. This study's results on Starbucks' supply chain management are interesting. The coffee beans that Starbucks buys from its suppliers, however, must be roasted in the closest Starbucks roastery in the nation before being turned into beverages. Unfortunately, the majority of Starbucks locations in Asia are still lagging in the adoption of cutting-edge technologies like blockchain to support their supply chain management operations. One such location is Starbucks Indonesia. In conclusion, the findings underscore the significance of supply chain management in Starbucks' operations and the potential benefits of implementing blockchain technology for supply chain management. By leveraging blockchain's advantages, Starbucks could enhance transparency, traceability, and efficiency in its supply chain. Exploring the potential of blockchain and its different

types could align with Starbucks' sustainability goals and commitment to quality, while also providing benefits such as cost reduction and process automation. Therefore, we are able to draw the conclusion that incorporating a blockchain system into Starbucks's supply chain management could result in a multitude of positive outcomes for the company. The following recommendations are proposed for Starbucks Indonesia to consider when exploring the implementation of blockchain technology in its supply chain management Pilot Testing and Proof of Concept, Collaborate with suppliers and partners, Training and Education, and Continuous evaluation and improvement.

Keyword: Blockchain, Supply Chain, Supply Chain Management, Starbucks, Starbucks Indonesia