

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah terdapat pengaruh signifikan antara *supply chain management* terhadap kinerja perusahaan. Variabel *supply chain management* diukur dari pemilihan supplier, *distribution channel*, dan *warehouse management system*. Sedangkan variabel kinerja perusahaan diukur dari kinerja *financial* dan kinerja operasional. Pengumpulan data dilakukan dengan cara membagi kuesioner. Unit analisis penelitian adalah Industri Batik di Kota Solo. Responden yang dijadikan sampel sebanyak 30 orang yang terdiri dari manajer, mandor, dan karyawan. Metode analisis yang digunakan adalah analisis deskriptif, analisis regresi berganda, dan analisis jalur.

Penelitian ini berhasil membuktikan adanya hubungan yang signifikan antara *supply chain management* yang terdiri dari pemilihan supplier, *distribution channel*, dan *warehouse management system* terhadap kinerja perusahaan.

Kata Kunci : *supply chain management, keunggulan bersaing, kinerja perusahaan.*

ABSTRACT

This study aimed to determine whether there is significant influence between supply chain management to competitive advantage and company performance. Variable measured supply chain management of supplier selection, distribution channel, and warehouse management system. the company's performance variables measured from the performance of financial and operational performance. The data collection is done by dividing the questionnaire. The unit of analysis is the study of batik industry in solo city especially in laweyan. Respondents were sampled as many as 30 people including managers, supervisors, and employees. The analytical method used is descriptive analysis, multiple regression analysis and simple regression analysis.

This study was able to prove the existence of a significant relationship between supply chain management consisting of supplier selection, distribution channel, and warehouse management system to company performance.

Keywords: *supply chain management, the company's performance*