

ABSTRACT

As well as manufacturer, music studio business is an economic activity that processes raw materials into finish good, which is music. Music industry must be able to design and have a supply chain management strategy to be able to direct the course of goals to be achieved in improving company performance, such that companies can survive in competition. Based on Radar Semarang and Bojonegoro, the number of MSMEs music studio in Indonesia has been decreased. This research tries to evaluate the selected samples of MSMEs Music Studio in Yogyakarta and Bandung in regards to their supply chain performance using Multiple Linear Regression. By using literature review and interviewing the expert, four variables such as Information Sharing, Long Term Relationship, Cooperation, and Process Integration declared as the variable for the research. The result in this research shows that the probability of the good or bad performance of supply chain change for every good or bad Information Sharing and Long Term Relationship in Bandung and Yogyakarta region. In the last of this research, the researcher can give some recommendation of actions that can be conducted to maximize MSME's music studio performance.

Key Words: information sharing, long term relationship, cooperation, process integration, Multiple Linear Regression, Supply Chain Management, MSME's Music Studio