CHAPTER V

RESULT AND DISCUSSION

5.1 Multiple Linear Regression

Regression analysis is a method used to test and determine whether there is influence between one variable and another variable that can be expressed in the form of an equation. While multiple linear regression analysis functions to look for the influence of two or more independent variables (X) on the dependent variable (Y). So we get multiple linear regression equations in research for Bandung data, namely $Y = 3.218 - 0.81\ X1 + 0.439\ X2 - 0.065\ X3 + 0.209\ X4$ (Y: Financial X1: Information Sharing X2: Long Term Relationship; X3: Cooperation; X4: Process Integration) . While Yogyakarta data $Y = 3.151 + 0.13\ X1 + 0.394\ X2 + 0.013\ X3 + 0.117\ X4$ (Y: Financial X1: Information Sharing X2: Long Term Relationship; X3: Cooperation; X4: Process Integration). Multiple linear regression analysis can be used if it has fulfilled and passed the assumptions test requirements, including having passed the normality test (in this study the results for the normality test were > 0.05), after passing the normality test continued to conduct multicollinity tests for find out whether the regression model has a strong correlation between independent variables in this study, the results for tolerance and VIF concluded that the regression model had passed the multicollinearity test. Then the heteroscedasticity test is used to determine whether there is an error and the inequality of variance between the residual values of observations with other observations, which have a result> 0.05 so that it has passed the heteroscedasticity test.

The results obtained are based on linear regression equations in Bandung data that is $Y = 3.218 - 0.81\ X1 + 0.439\ X2 - 0.065\ X3 + 0.209\ X4$ can give the meaning that

the values obtained for the variable longterm relationship (X2), and process integration (X4), sequentially 0.439, and 0.209 (positive) which has a positive effect on financial variables at MSME's Music Studio. In this multiple linear regression model the results for r square at X1, X2, X3, X4 are in a row of 0.310, which means that 31% of the customer satisfaction variables are influenced by product and price variables, while the remaining 69% is influenced or caused by other factors . Whereas for Yogyakarta data 3. $= 3.151 + 0.13\ X1 + 0.394\ X2 + 0.013\ X3 + 0.117\ X4$ can mean that the values obtained for the information sharing variable (X1), longterm relationship (X2), and process integration (X4), are sequentially 0.13 , 0.394, 0.013, and 0.117 (positive) which has a positive effect on financial variables at MSME's Music Studio.

F test or simultaneous test is a test carried out to determine the significant effect of the independent variables simultaneously or together on the dependent variable. So based on the results of the Bandung data output obtained in Tables 4.16 and 4.17, it can be concluded that Ho is rejected and H1 is accepted, which means that there is a significant influence between the variables of information sharing, long term relationship, cooperation, and process integration simultaneously or together on the satisfaction variable customers, with the calculated F values obtained sequentially amounting to 4.388 and 4.877 and the F table values respectively are 2.44 and 2.57. Based on the outputs obtained in Table 4.17 it can be concluded that only a significant long term relationship variable in Bandung data, with the calculated t value obtained for 1,855 and t table value 1,829 (1,855> 1,829). Based on the results of table 4.18 for the Yogyakarta data, only the long term relationship variable which has the conclusion of accepting H1, which means that the price variable has a significant influence on customer satisfaction variables, with the calculated t value obtained at 1,822 and the t table value of 1,822 (1,822> 1,822) . The conclusions obtained in this study are in line with the previous research conducted by Ariani (2013) entitled Analysis of the Effect of Supply Chain Management on Company Performance, namely information sharing, long term

relationships, cooperation and process integration has a positive effect on supply chain performance (financial) in Yogyakarta data

5.2 Correlation Coefficient Analysis

Correlation test is a test used to determine whether an independent variable (free) has a positive and significant relationship to the dependent variable (dependent) and if there is a positive and significant relationship of how close the relationship between these variables can be seen the results of the interval in Table 3.4. So that in this study the bandung data results obtained that for product variables to information sharing the correlation coefficient value is 0.344 (positive) and the significance value (2-tailed) is 0.000 ie <0.05, it can be concluded that there is a positive and significant relationship between Information sharing variable on financial variables, with the category of relationship obtained is low because it is in the interval 0.2 - 0.399. For the long term relationship variable to the financial variable the correlation coefficient value is 0.523 (positive) and the significance value (2-tailed) is 0.000, that is <0.05, it can be concluded that there is a positive and significant relationship between the variable long term relationship to the financial variable . In this case the relationship category obtained is quite strong because it is in the interval 0.40 - 0.599. For the cooperation variable to the financial variable, the correlation coefficient value is 0.455 (positive) and the significance value (2-tailed) is 0.000, that is <0.05, it can be concluded that there is a positive and significant relationship between the cooperation variable and the financial variable. In this case the relationship category obtained is quite strong because it is in the interval 0.40 - 0.599. For the process integration variable on the financial variable the correlation coefficient value is 0.396 (positive) and the significance value (2-tailed) is 0.000, that is <0.05, it can be concluded that there is a positive and significant relationship between the process integration variable with the financial variable. In this case the relationship category obtained is low because it is in the interval 0.2 - 0.399. On the other hand, Yogyakarta data results show that for information sharing variables to information sharing the correlation coefficient

value is 0.379 (positive) and the significance value (2-tailed) is 0.000, that is <0.05, it can be concluded that there is a positive and significant relationship between variables information sharing on financial variables, with the category of relationship obtained is low because it is in the interval 0.20 to 0.399. For the long term relationship variable to the financial variable the correlation coefficient value is 0.526 (positive) and the significance value (2-tailed) is 0.000, that is <0.05, it can be concluded that there is a positive and significant relationship between the variable long term relationship to the financial variable . In this case the relationship category obtained is quite strong because it is in the interval 0.40 - 0.599. For the cooperation variable to the financial variable, the correlation coefficient value is 0.472 (positive) and the significance value (2-tailed) is 0.000, that is <0.05, it can be concluded that there is a positive and significant relationship between the cooperation variable and the financial variable. In this case the relationship category obtained is quite strong because it is in the interval 0.40 - 0.599. For the process integration variable on the financial variable the correlation coefficient value is 0.337 (positive) and the significance value (2-tailed) is 0.000, that is <0.05, it can be concluded that there is a positive and significant relationship between the process integration variable with the financial variable. In this case the relationship category obtained is low because it is in the interval 0.2 - 0.399.

5.2 Recommendation of Actions From Researcher

The recomendation of actions to minimize the probability of risk occurring that can be given by the researcher are as follows:

1. For MSME Music Studio, do not open information to supplier and other party, because it will worsen the MSME's SCM Performance
2. For the government, design the organization that can be monitoring minimum standard for production in every MSME Music Studio. It will make the MSME Music Studio be more competitive and also for gaining big market.

3. Frequently update the software and music tools. Because the researcher find that the process integration from all of the MSMEs Music Studio data is lack of technology.

4. For further research need to elaborate with SCOR method. Because this research determines variables just based on recent research and interviews, this research might be less specific on describing dependent variables, which is Supply Chain Performance. So that by using the SCOR method, the future research can overcoming errors in determining dependent variables. SCOR model integrates three main elements in management, namely business process reengineering (BPR), benchmarking, and best practice analysis (BPA) into the framework of cross supply chain functions. SCOR divides supply chain processes into five core processes, namely plan, source, make, deliver, return.