

## **CHAPTER VI**

### **CONCLUSION AND RECOMENDATION**

#### **6.1 Conclusion**

After conducting the research, can be concluded that:

1. Researcher find that Information Sharing, Long Term Relationship Variable, Cooperation, and Process Integration affect the probability of good or bad MSMEs Music Studio. This supports previous research conducted by Chang et al. (2013), and Wu et al. (2014).
2. The result stated that both Bandung and Yogyakarta's data has strong effect of long term relationship to the financial of MSME's Music Studio. Because of financial is a sensitive aspect that can be given to the other stakeholder, it need a trust. Long term relationship aspect is cause by the trust between each stakeholder.
3. The competition between all of the MSME's Music Studio in Yogyakarta and Bandung is very competitive. Because the range of the city is small. So the pengaliran informasi financial menjadi lebih berhati-hati agar tidak menjadi seperti MSME's music Studio yang sudah lebih dulu closed.

#### **6.2 Recommendation**

The recommendation that given from this study are:

1. Further research needed to measuring and evaluating the performance of MSMEs Music supply chain management with the SCOR approach (Supply Chain Operations Reference) model to provide alternative solutions to strategic problems in evaluating the supply chain performance

in the form of proposals to improve the performance of its production processes.

2. This research was not measuring the financial aspect from online revenue. For further research can be conducted on financial aspect in regards to supply chain performance.