

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah terdapat pengaruh signifikan antara *supply chain management* terhadap keunggulan bersaing dan kinerja perusahaan. Variabel *supply chain management* diukur dari pemilihan supplier, *distribution channel*, dan *warehouse management system*. Variabel keunggulan bersaing diukur dari kemampuan financial dan ekonomi, kemampuan menciptakan produk strategis, kemampuan teknologi dan proses, kemampuan keorganisasian. Sedangkan variabel kinerja perusahaan diukur dari kinerja *financial* dan kinerja operasional. Pengumpulan data dilakukan dengan cara membagi kuesioner. Unit analisis penelitian adalah CV. Cynthia Box Kudus. 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 bahwa 1.) adanya hubungan yang signifikan antara *supply chain management* yang terdiri dari pemilihan supplier, *distribution channel*, dan *warehouse management system* terhadap keunggulan bersaing. 2.) adanya hubungan yang signifikan antara *supply chain management* yang terdiri dari pemilihan supplier, *distribution channel*, dan *warehouse management system* terhadap kinerja perusahaan. 3.) adanya hubungan yang signifikan antara pemilihan supplier, *distribution channel*, *warehouse management system* bersama dengan keunggulan bersaing 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. variabel measurable competitive advantage of financial and economic capabilities, the ability to create strategic product, technology and process capabilities, organizational ability. While 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 CV. Cynthia Holy Box. 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 competitive advantage, supply chain management consisting of supplier selection, distribution channel, and warehouse management system to company performance, and supplier selection, distribution channel, warehouse management system with competitive advantage to the company performance.

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