ABSTRAK

Pada saat ini kondisi persaingan dalam suatu jaringan sangat ketat karena perubahan teknologi yang begitu cepat, stabilitas perekonomian dan politik di Indonesia yang sedang mengalami ketidakpastian, dan banyaknya investor asing masuk, serta para pesaing baru. Perusahaan sendiri dituntut untuk selalu berinovasi pada jaman yang semakin modern saat ini. Persaingan tersebut harus mampu menciptakan jaringan yang bagus agar dapat tercipta keunggulan bersaing dan kinerja perusahaan dalam terbentuknya Manajemen Rantai Pasokan yang baik. Penelitian ini bertujuan untuk mengetahui pengaruh praktek manajemen rantai pasokan terhadap keunggulan bersaing dan kinerja perusahaan.

Penelitian ini akan menguji mengenai praktek manajemen rantai pasokan terhadap keunggulan bersaing dan kinerja perusahaan pada usaha ritel. Dalam penelitian ini, ada beberapa perbedaan dari penelitian yang sudah di lakukan sebelumnya yaitu pada beberapa indikator yang akan di gunakan dalam penelitian ini. Variabel manajemen rantai pasokan di ukur dari beberapa indikator, yaitu penggunaan teknologi, kecepatan rantai pasokan, kepuasan pelanggan, integrasi rantai pasokan, manajemen persediaan. Variabel keunggulan bersaing di ukur dari 4 indikator yaitu, Harga, Kualitas, Time to market, dan pertumbuhan penjualan sedangkan variabel kinerja perusahaan di ukur dari 2 indikator yaitu, Kinerja keuangan, dan kinerja operasional. Metode analisis yang di gunakan dalam menguji hipotisis adalah *Structural Equation Modeling* (SEM) dengan menggunaan *software* AMOS 21.0. Responden dalam penelitian ini sebanyak 100 responden pada usaha retail di Daerah Istimewa Yogyakarta, hasilnya di temukan bahwa praktek manajemen rantai pasokan berpengaruh positif terhadap keunggulan bersaing perusahaan, Keunggulan bersaing berpengaruh positif terhadap kinerja perusahaan, praktek manajemen rantai pasokan berpengaruh positif terhadap kinerja perusahaan, praktek manajemen rantai Pasokan berpengaruh positif terhadap kinerja perusahaan melalui keunggulan bersaing.

Kata Kunci : *Manajemen rantai pasokan, Keunggulan bersaing, Kinerja perusahaan, Usaha retail, Structural Equation Modeling*

ABSTRACT

At this time the conditions of competition in a very tight network due to rapid technological change, economic and political stability in Indonesia who are experiencing uncertainty, and many foreign investors, as well as new competitors. Companies themselves are required to constantly innovate in an increasingly modern era today. The competition should be able to create a good network in order to create a competitive advantage and company performance in the formation of a good Supply Chain Management. This study aims to determine the effect of supply chain management practices on competitive advantage and firm performance.

This study will examine the supply chain management practices on competitive advantage and performance of companies in the retail business. In this study, there are some differences of studies that have been done earlier, on some of the indicators that will be used in this study. Supply chain management variables measured by several indicators, namely the use of technology, the speed of the supply chain, customer satisfaction, supply chain integration, inventory management. Variables measured competitive advantage of four indicators, namely, Price, Quality, Time to market and sales growth while the variable measuring the company's performance of the two indicators, namely, financial performance, and operational performance. The analytical method used in testing the pituitary is Structural Equation Modeling (SEM) with AMOS 21.0 software uses. Respondents in this study were 100 respondents in the retail business in Yogyakarta, the results were found that the practice of supply chain management is a positive influence on the competitive advantage of the company, competitive advantage has a positive effect on the performance of the company, the practice of supply chain management has a positive effect on the performance of the company, management practices Supply chain has a positive effect on the performance of companies through competitive advantage.

Keywords: Supply chain management, competitive advantage, company performance, retail business, Structural Equation Modeling