

PENGARUH PRAKTIK *SUPPLY CHAIN MANAGEMENT* TERHADAP KEUNGGULAN BERSAING DAN KINERJA ORGANISASIONAL

(Pada UKM Wedangan di Kota Surakarta, Jawa Tengah)

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ABSTRAKSI

Penelitian ini bertujuan untuk menganalisis pengaruh praktik *supply chain management* terhadap keunggulan bersaing dan kinerja organisasional pada UKM Wedangan di Kota Surakarta. Sampel dalam penelitian ini sebanyak 38 UKM Wedangan di Kota Surakarta, Jawa Tengah. Metode pengambilan data yang dilakukan yaitu dengan membagikan kuesioner. Teknik analisis data yang digunakan adalah regresi berganda dan regresi sederhana. Variabel praktik *supply chain management* diukur dengan strategi kemitraan produk, hubungan dengan konsumen, tingkat berbagi informasi, kualitas berbagi informasi. Variabel keunggulan bersaing diukur dengan harga, kualitas, pengiriman dapat dipercaya, inovasi produk, dan *time to market*. Variabel kinerja organisasional diukur dengan kinerja keuangan dan kinerja operasional. Hasil penelitian ini membuktikan bahwa praktik *supply chain management* tidak berpengaruh terhadap kinerja organisasional dengan nilai signifikansi $0.388 > 0.05$, praktik *supply chain management* berpengaruh positif dan signifikan terhadap keunggulan bersaing dengan nilai signifikansi $0.00 < 0.05$, keunggulan bersaing berpengaruh positif dan signifikan terhadap kinerja organisasional dengan nilai signifikansi , dan keunggulan bersaing mampu memediasi praktik *supply chain management* terhadap kinerja organisasional dengan nilai $0.076 < 0.263445$.

Kata kunci : praktik *supply chain management*, keunggulan bersaing, kinerja organisasional.

***THE EFFECT OF SUPPLY CHAIN MANAGEMENT PRACTICES ON
COMPETITIVE ADVANTAGE AND ORGANIZATIONAL
PERFORMANCE***

***(In Wedangan Small and Medium Enterprises in Surakarta City, Central
Java)***

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ABSTRAKSI

This study aims to analyze the effect of supply chain management practices on competitive advantage and organizational performance in Wedangan SMEs in Surakarta City. The sample in this study were 38 UKM Wedangan in Surakarta City, Central Java. The method of data collection is done by distributing questionnaires. The data analysis technique used is multiple regression and simple regression. The variable supply chain management practices are measured by product partnership strategies, customer relations, level of information sharing, quality of information sharing. Variable competitive advantage is measured by price, quality, reliable delivery, product innovation, and time to market. Organizational performance variables are measured by financial performance and operational performance. The results of this study prove that the practice of supply chain management has no effect on organizational performance with a significance value of $0.388 > 0.05$, supply chain management practices have a positive and significant effect on competitive advantage with $0.00 < 0.05$ significance, competitive advantage has a positive and significant effect on organizational performance with value significance, and competitive advantage is able to mediate the practice of supply chain management on organizational performance with a value of $0.076 < 0.263445$.

Kata kunci : supply chain management practices, competitive advantage, organizational performance.