

**PENGARUH *SUPPLY CHAIN MANAGEMENT* TERHADAP KEMAMPUAN
KUSTOMISASI USAHA KECIL MENENGAH (UKM) GERABAH
KASONGAN BANTUL, YOGYAKARTA**

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ABSTRACT

The purpose of this paper are to explore and investigate about direct impact of supply chain management to customization capability and indirect impact of supply chain management to customization mediated by supplier lead-time reduction and customer focused product design at Usaha Kecil Menengah (UKM) Gerabah Kasongan Bantul, Yogyakarta. Data of this paper were collected by questionnaires. Using the survey data collected from 103 respondents. The results generally indicate that direct impact of supply chain management to customization capability gave higher than indirect impact of supply chain management to customization mediated by supplier lead-time reduction and customer focused product design at Usaha Kecil Menengah (UKM) Gerabah Kasongan Bantul, Yogyakarta.

Keywords Supply chain management, Supply chain planning, Supplier lead-time reduction, Customer focused product design, Path analysis