THE EFFECT OF SUPPLY CHAIN MANAGEMENT ON COMPANY PERFORMANCE IN THE SMALL-MEDIUM BAKERY INDUSTRY IN PADANG

FINAL PROJECT REPORT

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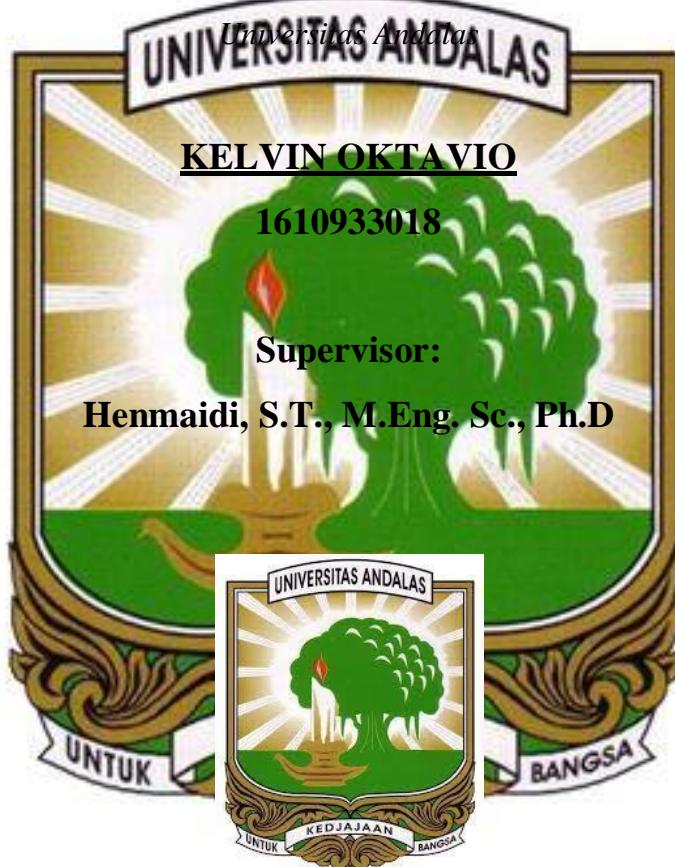
FINAL PROJECT REPORT

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ABSTRACT

The Small and Medium-sized Enterprises (SMEs) sector plays an important role in Indonesia's developing economic sectors. One of the small and medium enterprises types is the food industry. The food industry is an industrial sector that can survive economic shocks because each year, the demand for food rises along with the increase in population growth. The importance of all parties, from suppliers, manufacturers, distributors, retailers, and customers to involve in the process from production to distribution of products to end consumers, that give an idea of Supply Chain Management (SCM). Supply Chain Management (SCM) needs to be considered by the company to increase its company performance since competition is no longer between companies but among supply chains. This research aims to understand and analyze how is the effect of Supply Chain Management (SCM) on company performance in SMEs of bakery industry in Padang.

Supply Chain Management is measured by 3 variables: Strategic Supplier Partnership, Customer Relationship, and Information Sharing. While the company performance is measured by 2 variables: financial performance and operational performance. The population in this research is small and medium-sized bakery industries registered at the Dinas Tenaga Kerja dan Perindustrian Padang with a total of 86 SMEs. Data collection is carried out by distributing questionnaires to respondents by conducting a census of the population and gaining a total 30 of bakery SME questionnaires back. This research used Structural Equation Modeling (SEM) method with the help of Partial Least Square (PLS) software in data processing to test the hypothesis.

The findings of the research provide a striking demonstration of the importance of SCM in enhancing the company performance of the small-medium bakery industry in Padang. The empirical result indicates that in order to increase company performance, the company should emphasize greater attention on the supply chain management implementation because those aspects of SCM have been proven to affect toward degree of company performance, both financial and operational performance.

Keywords: Small and Medium-sized Enterprises (SMEs), Supply Chain Management (SCM), Company Performance, Structural Equation Modeling (SEM), Partial Least Square (PLS).

ABSTRAK

Sektor Industri Kecil dan Menengah (IKM) memiliki peranan penting, dan merupakan salah satu sektor ekonomi yang sedang berkembang di Indonesia. salah satunya industri kecil menengah yang berkembang adalah bidang industri pangan. Industri pangan merupakan sektor industri yang cukup mampu bertahan dari guncangan ekonomi karena, setiap tahunnya kebutuhan pangan meningkat seiring dengan meningkatnya pertumbuhan penduduk. Pentingnya semua pihak mulai dari supplier, manufacturer, distributor, retailer, dan customer bekerjasama dalam proses penciptaan produk sampai dengan pendistribusian produk kepada konsumen akhir yang melahirkan konsep Supply Chain Management (SCM). Supply chain management (SCM) perlu diperhatikan oleh perusahaan untuk meningkatkan kinerja perusahaan karena saat ini persaingan bukan lagi antar perusahaan melainkan antar rantai pasoknya. Penelitian ini bertujuan untuk menganalisis bagaimana pengaruh Supply Chain Management (SCM) terhadap kinerja perusahaan pada IKM roti di Padang.

Supply Chain Management diukur dengan 3 variabel: Strategic Supplier Partnership, Customer Relationship, dan Information Sharing. Sedangkan kinerja perusahaan diukur dengani 2 variabel: kinerja keuangan dan kinerja operasional. Populasi dalam penelitian ini ialah industri kecil-menengah roti yang terdaftar di Dinas Tenaga Kerja dan Perindustrian Padang dengan jumlah 86 IKM. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada responden dengan melakukan sensus populasi dan didapatkan sebanyak 30 kuesioner kembali. Penilitian ini menggunakan metode Structural Equation Modeling (SEM) dengan menggunakan software Partial Least Square (PLS) dalam pengolahan data untuk menguji hipotesis.

Temuan dari penelitian ini memberikan demonstrasi yang mencolok tentang pentingnya SCM dalam meningkatkan kinerja perusahaan industri roti kecil-menengah di Padang. Hasil empiris menunjukkan bahwa untuk meningkatkan kinerja, perusahaan perusahaan harus lebih menekankan pada penerapan manajemen rantai pasok karena aspek-aspek SCM tersebut terbukti berpengaruh terhadap tingkat kinerja perusahaan, baik dalam hal kinerja keuangan mapun kinerja operasional.

Kata Kunci: Industri Kecil Menegah (IKM), Supply Chain Management (SCM), Kinerja Perusahaan, Structural Equation Modeling (SEM), Partial Least square (PLS).