

INTISARI

Penelitian ini bertujuan untuk meneliti pengaruh dan *postponement* terhadap *competitive advantage* pada minimarket di Surabaya. Minimarket mulai menyadari bahwa tidak cukup untuk meningkatkan efisiensi dalam sebuah organisasi, tapi rantai suplai keseluruhan dalam suatu minimarket telah dalam proses menjadikan minimarket lebih kompetitif. Pemahaman mengenai *supply chain Management* (SCM) telah menjadi prasyarat penting bagi minimarket untuk tetap kompetitif dalam dunia global dan untuk meningkatkan laba. Hubungan antara *supplier*, *customer*, dan minimarket itu sendiri, harus dikelola dengan baik. Praktik-praktik manajemen rantai pasokan memiliki pengaruh terhadap *competitive advantage* perusahaan.

Teknik analisis yang digunakan adalah analisis regresi linier berganda. Jumlah sampel yang digunakan berjumlah 100 orang manajer dan / atau *supervisor* minimarket di Surabaya. Data dikumpulkan dengan menggunakan kuesioner .

Hasil analisis ini menunjukkan bahwa *strategic supplier partnership*, *customer relationship*, dan *information sharing*, berpengaruh secara positif dan signifikan terhadap keunggulan bersaing minimarket di Surabaya. Sedangkan *postponement* ditemukan berpengaruh negatif dan signifikan terhadap *competitive advantage* pada minimarket di Surabaya.

Kata Kunci : Hubungan Kemitraan Stratejik, Hubungan Pelanggan, Pembagian Informasi, Penundaan, Keunggulan Bersaing

ABSTRACT

This research aims to examine the influence of strategic supplier partnership, customer relationship, information sharing, and postponement against competing superiority at the minimart in Surabaya. The Minimart began to realize that it is not enough to improve efficiency within a minimart, but the overall supply chain within an minimarket has in making the minimart more competitive. Understanding of supply chain Management (SCM) has become an important precondition for the minimart to remain competitive in a globalized world and to increase profits. The relationship between the supplier, the customer, and the minimart itself, should be managed properly. Practices supply chain management has an impact on the minimart's competitive advantage.

Analytical techniques used was multiple linear regression analysis. The sample used amounted to 100 people Manager and / or supervisor Minimart in Surabaya. Data were collected using a questionnaire.

The results of this analysis indicate that the strategic supplier partnership, customer relationship, and information sharing have positive and significant effect against competitive advantage minimart in Surabaya. While the postponement was found has negative and significant effect against competitive advantage minimart in Surabaya.

Keywords: Strategic Supplier Partnership, Customer Relationship, Information Sharing, Postponement, Competitive Advantage