

**PENGARUH SUPPLY CHAIN INTEGRATION TERHADAP OPERATIONAL
PERFORMANCE DALAM INDUSTRI MAKANAN DAN MINUMAN DI
INDONESIA**

Mahendra Derap Wicaksono / 130217042

Manajemen Jejaring Bisnis

Fakultas Bisnis dan Ekonomika

Dr. Stefanus Budy Widjaja Subali S.T., M.Si.

Juliani Dyah Trisnawati S.Si., M.M.

INTISARI

Penelitian ini membahas tentang pengaruh *supply chain integration* terhadap *operational performance* dalam industri makanan dan minuman di Indonesia. Dalam penelitian ini menggunakan beberapa variabel yaitu *environmental scanning*, *supply chain integration*, *supply chain responsiveness*, dan *operational performance* serta memiliki 6 hipotesis. Penelitian ini merupakan pendekatan kuantitatif dengan memiliki sebanyak 125 responden yang akan menyelesaikan *survey* dengan tujuan untuk melakukan pengolahan data dan pengujian hipotesis yang dibuat dengan menggunakan SEM-PLS. Hasil penelitian ini menunjukkan *environmental scanning* berpengaruh signifikan positif terhadap *supply chain integration*, *environmental scanning* berpengaruh signifikan positif terhadap *supply chain responsiveness*, *environmental scanning* berpengaruh signifikan positif terhadap *operational performance*, *supply chain integration* berpengaruh signifikan positif terhadap *supply chain responsiveness*, *supply chain integration* tidak berpengaruh signifikan positif terhadap *operational performance*, dan *supply chain responsiveness* berpengaruh signifikan positif terhadap *operational performance*.

Kata kunci: Pengamatan lingkungan, integrasi rantai pasok, respon rantai pasokan, kinerja operasional.

THE EFFECT OF SUPPLY CHAIN INTEGRATION ON OPERATIONAL PERFORMANCE IN THE FOOD AND BEVERAGE INDUSTRY IN INDONESIA

Mahendra Derap Wicaksono / 130217042

Majoring in Business Network Management

Faculty of Business and Economics

Dr. Stefanus Budy Widjaja Subali S.T., M.Si.

Juliani Dyah Trisnawati S.Si., M.M.

ABSTRACT

This study discusses the effect of supply chain integration on operational performance in the food and beverage industry in Indonesia. This study uses several variables, namely environmental scanning, supply chain integration, supply chain responsiveness, and operational performance and has 6 hypotheses. This research is a quantitative approach by having as many as 125 respondents who will complete the survey with the aim of processing data and testing hypotheses made using SEM-PLS. The results of this study indicate that environmental scanning has a significant positive effect on supply chain integration, environmental scanning has a significant positive effect on supply chain responsiveness, environmental scanning has a significant positive effect on operational performance, supply chain integration has a significant positive effect on supply chain responsiveness, supply chain integration has no significant effect positive effect on operational performance, and supply chain responsiveness has a significant positive effect on operational performance.

Keywords : *Environmental scanning, supply chain integration, supply chain responsiveness, operational performance.*