

PENGARUH *SUPPLY CHAIN INTEGRATION* TERHADAP *OPERATIONAL PERFORMANCE* PADA INDUSTRI MAKANAN DAN MINUMAN DI JAWA TIMUR

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INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh *supply chain integration* terhadap *operational performance* pada industri makanan dan minuman di Jawa Timur. Penelitian ini adalah penelitian kuantitatif dengan menggunakan survey dengan aras interval antara 1 sampai 7. Penelitian ini menggunakan 155 responden yang akan mengisi kuesioner sebagai data yang digunakan untuk mengolah data untuk menguji hipotesis yang telah dibuat. Penelitian ini menggunakan metode SEM AMOS 26. Hasil dari penelitian ini menyatakan bahwa *environmental scanning* berpengaruh terhadap *supply chain integration*, *environmental scanning* tidak berpengaruh terhadap *supply chain responsiveness*, *environmental scanning* tidak berpengaruh terhadap *operational performance*, *supply chain integration* berpengaruh terhadap *supply chain responsiveness*, *supply chain integration* berpengaruh terhadap *operational performance*, dan *supply chain responsiveness* berpengaruh terhadap *operational performance*.

Kata Kunci: integrasi rantai pasok, kinerja operasional

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

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ABSTRACT

This research aims to determine the effect of supply chain integration on operational performance in the food and beverage industry in East Java. This research is a quantitative study using a survey with an interval level between 1 to 7. This study uses 155 respondents who will fill out the questionnaire as data used to process data to test the hypotheses that have been made. This study uses the SEM AMOS 26 method. The results of this study state that environmental scanning has an effect on supply chain integration, environmental scanning has no effect on supply chain responsiveness, environmental scanning has no effect on operational performance, supply chain integration has an effect on supply chain responsiveness, supply chain. Integration affects operational performance, and supply chain responsiveness affects operational performance.

Keywords: supply chain integration, operational performance

