

**PENGARUH SUPPLIER INTEGRATION DAN CUSTOMER
INTEGRATION TERHADAP OPERATIONAL PERFORMANCE DENGAN
INTERNAL INTEGRATION SEBAGAI MEDIASI PADA PERUSAHAAN
MANUFAKTUR DI JAWA TIMUR**

Salsabila 'Azmy Whendriati
Manajemen Jejaring Bisnis
Stefanus Budy Widjaja Subali
Antonius Budhiman Setyawan

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh hubungan *internal integration*, *supplier integration*, dan *customer integration* terhadap *operational performance*, pengaruh *supplier integration* dan *customer integration* terhadap *internal integration*, dan peran variabel *internal integration* sebagai mediasi. Data yang diambil sebanyak 42 responden lalu dianalisis dan diolah dengan menggunakan software IBM SPSS *Statistic* versi 24 dan *Smart PLS 3.0 (Smart Partial Least Square)*. Teknik pengambilan sampel dalam penelitian ini menggunakan *purposive sampling*. Data diperoleh secara langsung dari responden yang memenuhi karakteristik populasi yang ditentukan dengan menyebarkan kuisioner. Berdasarkan hasil analisis pengujian, ditemukan bahwa variabel *internal integration*, *supplier integration* dan *customer integration* mempunyai pengaruh hubungan positif signifikan terhadap *operational performance*, kemudian *supplier integration* dan *customer integration* mempunyai pengaruh hubungan positif signifikan terhadap *internal integration*, dan *internal integration* memediasi pengaruh *supplier integration* dan *customer integration* terhadap *operational performance*.

Kata Kunci: *Supply Chain Integration, Internal Integration, Supplier Integration, Customer Integration, Operational Performance*

***THE EFFECT OF SUPPLIER INTEGRATION AND CUSTOMER
INTEGRATION ON OPERATIONAL PERFORMANCE WITH INTERNAL
INTEGRATION AS MEDIATION IN MANUFACTURING COMPANIES IN
EAST JAVA***

Salsabila 'Azmy Whendriati
Manajemen Jejaring Bisnis
Stefanus Budy Widjaja Subali
Antonius Budhiman Setyawan

ABSTRACT

This study aims to examine the effect of the relationship of internal integration, supplier integration, and customer integration on operational performance, the effect of supplier integration and customer integration on internal integration, and the role of the internal integration variable as a mediation. The data taken were 42 respondents and then analyzed and processed using software IBM SPSS Statistic version 24 and Smart PLS 3.0 (Smart Partial Least Square). The sampling technique in this study used purposive sampling. Data were obtained directly from respondents who met the specified criteria by distributing questionnaires. Based on the test analysis, it was found that the variables of internal integration, supplier integration and customer integration have a significant positive effect on operational performance, then supplier integration and customer integration have a significant positive effect on internal integration, and internal integration mediates the effect of supplier integration and customer integration on operational performance.

Keywords: Supply Chain Integration, Internal Integration, Supplier Integration, Customer Integration, Operational Performance