

PENGARUH *ENVIRONMENTAL SCANNING*, *SUPPLY CHAIN INTEGRATION* DAN  
*SUPPLY CHAIN RESPONSIVENESS* 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. Jenis penelitian yang digunakan adalah *basic research* dengan pendekatan penelitian kuantitatif. Penelitian ini menggunakan pendekatan *purposive sampling* yang merupakan teknik pengambilan berdasarkan tujuan untuk mendapatkan sampel dari orang – orang yang memenuhi beberapa kriteria yang telah ditentukan. Responden yang digunakan dalam penelitian ini berjumlah 30 orang. Analisis dalam penelitian ini adalah PLS (*Partial Least Square*) dan pengolahan data menggunakan *software* SPSS 21 dan SmartPLS 3.0. Hasil penelitian ini menyatakan *Enviromental scanning* berpengaruh signifikan terhadap *Supply Chain Integration*, *Enviromental scanning* berpengaruh signifikan terhadap *Supply Chain Responsiveness*, *Enviromental scanning* tidak berpengaruh signifikan terhadap *Operational Performance*, *Supply Chain Integration* tidak berpengaruh signifikan terhadap *Supply Chain Responsiveness*, *Supply Chain Integration* berpengaruh signifikan terhadap *Operational Performance* dan *Supply Chain Responsiveness* berpengaruh signifikan terhadap *Operational Performance*.

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

*THE EFFECT OF ENVIRONMENTAL SCANNING, SUPPLY CHAIN INTEGRATION  
AND SUPPLY CHAIN RESPONSIVENESS ON OPERATIONAL PERFORMANCE IN  
THE FOOD AND BEVERAGE INDUSTRY IN EAST JAVA*

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**ABSTRACT**

*This study aims to determine the effect of Supply Chain Integration on Operational Performance in the food and beverage industry in East Java. The type of research used is basic research with a quantitative research approach. This study uses a purposive sampling approach which is a sampling technique based on the aim of obtaining samples from people who meet several predetermined criteria. Respondents used in this study amounted to 30 people. The analysis in this study is PLS (Partial Least Square) and data processing using SPSS 21 and SmartPLS 3.0 software. The results of this study state that Environmental scanning has a significant effect on Supply Chain Integration, Environmental scanning has a significant effect on Supply Chain Responsiveness, Environmental scanning has no significant effect on Operational Performance, Supply Chain Integration has no significant effect on Supply Chain Responsiveness, Supply Chain Integration has a significant effect on Operational Performance and Supply Chain Responsiveness have a significant effect on Operational Performance.*

*Keyword: Enviromental Scanning, Supply Chain Integration, Supply Chain Responsiveness, Operational Performance.*