

**PENGARUH ENVIRONMENTAL SCANNING, SUPPLY CHAIN INTEGRATION DAN
SUPPLY CHAIN RESPONSIVENESS TERHADAP OPERATIONAL PERFORMANCE
PADA PERUSAHAAN INDUSTRI MANUFAKTUR DI PULAU JAWA**

Rozan Farizqy Zain / 130217203

Manajemen Jejaring Bisnis

Fakultas Bisnis dan Ekonomika

Stefanus Budy Widjaja

Fitri Novika Widjaja

ABSTRAK

Penelitian ini membahas tentang pengaruh *environmental scanning*, *supply chain integration*, dan *supply chain responsiveness* terhadap *operational performance* pada perusahaan industri manufaktur di Pulau Jawa. Dalam penelitian ini menggunakan variabel yaitu *environmental scanning*, *supply chain integration*, *supply chain responsiveness* dan *operational performance* serta memiliki 6 hipotesis. Penelitian ini merupakan pendekatan kuantitatif dengan memiliki responden sebanyak 110 yang akan menyelesaikan *survey* dengan tujuan untuk melakukan pengolahan data dan pengujian hipotesis yang dibuat dengan menggunakan SEM-AMOS. Hasil penelitian ini menunjukkan *environmental scanning* berpengaruh positif terhadap *supply chain integration*, *environmental scanning* berpengaruh positif terhadap *supply chain responsiveness*, *environmental scanning* berpengaruh positif terhadap *operational performance*, *supply chain integration* berpengaruh positif terhadap *supply chain responsiveness*, *supply chain integration* tidak berpengaruh positif terhadap *operational performance* dan *supply chain responsiveness* tidak berpengaruh positif 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
MANUFACTURING INDUSTRY COMPANIES IN JAVA ISLAND***

Rozan Farizqy Zain / 130217203

Business Network Management

Faculty of Business and Economics

Stefanus Budy Widjaja

Fitri Novika Widjaja

ABSTRACT

This study discusses the effect of environmental scanning, supply chain integration, and supply chain responsiveness on operational performance in manufacturing industrial companies in Java. In this study, the variables are environmental scanning, supply chain integration, supply chain responsiveness and operational performance and have 6 hypotheses. This research is a quantitative approach with 110 respondents who will complete a survey with the aim of processing data and testing hypotheses made using SEM-AMOS. The results of this study indicate that environmental scanning has a positive effect on supply chain integration, environmental scanning has a positive effect on supply chain responsiveness, environmental scanning has a positive effect on operational performance, supply chain integration has a positive effect on supply chain responsiveness, supply chain integration has no positive effect on operational performance and supply chain responsiveness does not have a positive effect on operational performance.

Keywords : environmental scanning, supply chain integration, supply chain responsiveness, operational performance