

PENGARUH *SUPPLY CHAIN AGILITY* TERHADAP *PROFITABILITY* PADA INDUSTRI MAKANAN DAN MINUMAN DI GRESIK

Jeffry Susanto
Manajemen Jejaring Bisnis

ABSTRAK

Penelitian ini membahas tentang pengaruh *supply chain agility* terhadap *profitability* pada Industri Makanan dan Minuman di Gresik. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh *supply chain agility* terhadap *profitability* pada Industri Makanan dan Minuman di Gresik. Jenis penelitian ini adalah *basic research* dan menggunakan pendekatan kuantitatif dengan metode *Structural Equation Model (SEM)*. Penelitian ini menggunakan data sebanyak 104 responden yang didapatkan melalui penyebaran kuesioner secara online. Pengolahan data dilakukan dengan bantuan *software* SPSS 25 dan AMOS 25. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *supply chain speed*, *supply chain responsiveness*, *supply chain competency* dan *supply chain flexibility* terhadap *profitability*.

Kata kunci: *supply chain speed*, *supply chain responsiveness*, *supply chain competency*, *supply chain flexibility*, *profitability*.

***THE EFFECT OF SUPPLY CHAIN AGILITY ON PROFITABILITY
FOOD AND BEVERAGE INDUSTRY IN GRESIK***

Jeffry Susanto
Business Networking Management

ABSTRACT

This study discusses the effect of supply chain agility on profitability Food and Beverage Industry in Gresik. The purpose of this study was to analyze the effect of supply chain agility on profitability Food and Beverage Industry in Gresik. This type of research is basic research and uses a quantitative approach with structural equation modeling (SEM) method. This study uses 104 respondent obtained through distribution of online questionnaires. Data processing was carried out with the help of SPSS 25 and AMOS 25 software. The result showed that there is a positive and significant influence between supply chain speed, supply chain responsiveness, supply chain competency and supply chain flexibility on profitability.

Keywords: supply chain speed, supply chain responsiveness, supply chain competency, supply chain flexibility, profitability.