

**PENGARUH *SUPPLY CHAIN INTEGRATION* PADA *OPERATIONAL
PERFORMANCE* MANUFAKTUR DI JAWA TIMUR**

Bryan Roger

Manajemen Jejaring Bisnis

Erna Andajani

Stefanus Budy Widjaja Subali

ABSTRAK

Penelitian bertujuan untuk melihat bagaimana dimensi *Supply Chain Integration* yang terdiri *Internal Integration*, *Supplier Integration*, dan *Customer Integration*, berhubungan dengan *Operational Performance* dan *Firm Performance* dalam industri manufaktur Jawa Timur. Studi ini bertujuan untuk memahami bagaimana kinerja operasional dan kinerja perusahaan secara keseluruhan dipengaruhi oleh integrasi antarbagian, pemasok, dan pelanggan. Data pada penelitian ini dikumpulkan melalui survei dan dianalisis menggunakan *Structural Equation Modeling* dengan bantuan software SPSS dan AMOS. Hasil penelitian menunjukkan bahwa *Internal Integration* berpengaruh positif terhadap *Supplier Integration*, *Customer Integration*, dan *Operational Performance*, namun tidak berpengaruh terhadap *Firm Performance*. *Supplier Integration* dan *Customer Integration* terbukti berpengaruh positif terhadap *Operational Performance* tetapi tidak berpengaruh terhadap *Firm Performance*. Selain itu, *Operational Performance* berpengaruh positif terhadap *Firm Performance*. Hasil penelitian ini juga menunjukkan bahwa *Operational Performance* mampu memediasi hubungan antara *Internal Integration*, *Supplier Integration*, dan *Customer Integration* terhadap *Firm Performance*. Temuan ini memberikan wawasan bagi perusahaan manufaktur di Jawa Timur untuk lebih meningkatkan integrasi rantai pasokan agar dapat memperkuat *Operational Performance* dan mendukung peningkatan *firm performance*.

Kata kunci: *internal integration*, *supplier integration*, *customer integration*, *operational performance*, *firm performance*

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Bryan Roger

Business Networking

Erna Andajani

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ABSTRACT

This study aims to analyze the relationship between the dimensions of Supply Chain Integration consisting of Internal Integration, Supplier Integration, and Customer Integration on Operational Performance and Firm Performance in the manufacturing industry in East Java. The purpose of this research is to understand how integration within the company, integration with suppliers, and integration with customers influence operational outcomes and overall firm performance. Data were collected through a survey and analyzed using the Structural Equation Modeling method with SPSS and AMOS software. The results show that Internal Integration has a positive effect on Supplier Integration, Customer Integration, and Operational Performance, but does not affect Firm Performance. Supplier Integration and Customer Integration positively influence Operational Performance but do not influence Firm Performance. Additionally, Operational Performance positively affects Firm Performance. The findings also indicate that Operational Performance mediates the relationship between Internal Integration, Supplier Integration, and Customer Integration on Firm Performance. These results provide valuable insights for manufacturing companies in East Java to strengthen their supply chain integration in order to improve operational performance and support better firm performance.

Keywords: internal integration, supplier integration, customer integration, operational performance, firm performance