

Peningkatan performa perusahaan melalui integrasi supply chain pada industri kecil di Semarang

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=133087&lokasi=lokal>

Abstrak

Competition in the future is not company to company, but among supply chain to supply chain. This study based on the fenomena that production process has result very much goods, the problem about how to deliver goods or services to end customer with optimal and on the time delivery. Supply chain management is a concept how managing the company, started from get material from supplier, processing the materials in the company, and how to deliver product to end customer. Company, especially on small businesses must identify their integration with supplier or both. This first study is to identify the type of integration among the small business. The second study is to investigate the relationship between integration concern and corporate performance, and finally the study is designed to understand differences among integration concern. Population in this study is small businesses Semarang Municipality, Sample for this study are 59 small businesses. Companies were selected by cluster sampling technique. Method of data is collected by questioner given directly to company and deep interview with the owners. Analyze used by descriptive analysis and Kruskal Wallis test. The result indicate that almost all the small business have periphery facing integration. It means that small businesses have integrate the supply chain have positive and significant effect on company performance.