

RINGKASAN

Penelitian ini berjudul “Pengaruh Manajemen Rantai Pasokan terhadap Kinerja Perusahaan (Survei pada *Coffee Shop* di Purwokerto)”. Penelitian ini berisi survei pengaruh manajemen rantai pasokan terhadap kinerja *Coffee Shop* di Purwokerto.

Populasi dalam penelitian ini yaitu *Coffee Shop* yang berada di dua kecamatan di Purwokerto yaitu kecamatan Purwokerto Utara dan Kecamatan Purwokerto Timur. Pengambilan sampel dalam penelitian ini menggunakan teknik simple random sampling dan setelah melakukan penelitian diperoleh sebanyak 38 responden.

Berdasarkan hasil penelitian dengan metode analisis regresi berganda menunjukkan bahwa *Information Sharing*, *Long Term Relationship*, *Cooperation*, dan *Process Integration* secara parsial dan simultan berpengaruh positif signifikan terhadap kinerja *Coffee Shop* di Purwokerto.

Kata Kunci : *Information Sharing*, *Long Term Relationship*, *Cooperation*, *Process Integration*, Manajemen Rantai Pasok.



SUMMARY

This research is entitled "The Influence of Supply Chain Management on Company Performance (Survey on Coffee Shop in Purwokerto)". This study contains a survey of the influence of supply chain management on the performance of the Coffee Shop in Purwokerto.

The population in this study are Coffee Shops located in two sub-districts in Purwokerto, namely Purwokerto Utara and Purwokerto Timur districts. Sampling in this study using simple random sampling technique and after doing the research obtained as many as 38 respondents.

Based on research using multiple regression analysis method shows that Information Sharing, Long Term Relationship, Cooperation, and Process Integration partially and simultaneously have a significant positive effect on the performance of the Coffee Shop in Purwokerto.

Keywords : Information Sharing, Long Term Relationship, Cooperation, Process Integration, Supply Chain Management.

