

ABSTRACT

After nearly 15 years KIRBI (Koperasi Industri Rajutan Binong Jati Bandung) vacuum in 2015 this kirbi rise again with the help of give by president jokowidodo of rp.250.000.000 at the time of the work. Less of expert employees in binong jati make integration in internal companies did not proceeding smoothly. Integration internal influenced by the coordinates, communication, and cooperation

The purpose of this research is to know the implementation of coordinates, communication, cooperation and how high the performance SME's in binong jati and to know how big the influence of the coordinates , communication , cooperation with the performance in binong jati.

The method used in this research is quantitative, descriptive and conclusive (causal) method, with cross section data. The population of the research is businessman SME's in binong jati Bandung were 170 people. This research using slovin nonprobability sampling while technique statistical analysis used is regression analysis multiple.

The result showed the coordinates, communication and cooperation occurring in binong jati is good. Besides variable the coordinates, communication and cooperation give impact of 55,2 % on performance. While the rest of 44,8 % contributed variable other than the coordinates , communication and cooperation. In partial the coordinates having influence of 79,2 %, communication having influence of 77,5 %, and cooperation having influence of 77,3 %.

Based on the result of this study concluded that The coordinates, communication and cooperation simultaneously have an positive and significant impact on performance SME's in binong jati. The coordinates, communication and cooperation in partial having influence a positive and significant impact on SME's performance. Advice that can be given in this research that entrepreneurs having a good goal for establishing and developing industry centres binong jati And improve the accuracy of the time in the delivery of information to internal integration is going well

Keywords: internal supply chain , integration , coordination , communication , cooperation