

ABSTRACT

In order to face the ASEAN Economic Community (AEC), Micro Small Medium Enterprises in Indonesia should prepare the strategies to compete with other AEC members. In 2012, the contribution of MSMEs toward West Java's gross domestic product amounted 8% of approximately Rp21 trillion for creative economy sector of Bandung.

Bandung as capital city of west java, has 7 industry development area and Sentra Kaos Suci has highest investment value of Rp87.072.000. Sentra Kaos Suci engaged in convection. In 2015, Sentra Kaos Suci has been decreased in the gross profit margin from Rp60 billion in 2014 to Rp50 billion. It caused by losing competitive from import convection. Based from the result of preliminary study for 12 outlets in Sentra Kaos Suci Bandung, they have various supply chain risks.

This research aims to know of supply chain risk factors and dominant supply chain risk factor in SMEs Sentra Kaos Suci Bandung. This research uses Factor Analysis method.

Based on the result of Factor Analysis, there are 4 supply chain risk factors, Demand Side Risk, Supply Side Risk, Manufacturer Side Risk, and Environment Side Risk. Dominant supply chain risk factor is Demand Side Risk.

By the results, this research is expected to be the solution of supply chain risks in Sentra Kaos Suci Bandung mainly in Demand side. For further research, can be obtained by adding more variable for more optimal results and build research about effect of supply chain risks towards business sustainability.

Keywords: Supply chain risks, Sentra kaos suci, Confirmatory factor analysis, SMEs