

ABSTRACT

Supply Chain Management is one of the most important thing in a company, according to experts of SMEs in Indonesia, business actors in Indonesia are still unable to apply a good Supply Chain management, while based on data obtained from the Central Bureau of Statistics the number of SMEs in Bandung continue to increase from year to year, while the implementation of SCM is the key of a company in the face of competitive advantage.

This research is conducted to get the influence of Supply Chain Management implementation which measured by using Supply Chain Management Practices which have five dimensions: Strategic Supplier Partnership, Customer Relationship, Level of Information Sharing, Quality of Information Sharing, and Postponement. Competitive Advantage has five dimensions: Price / cost, quality, delivery dependability, product innovation, and time to market

Data collection method was done through direct questionnaire distributing to the perpetrators of SMEs in the field of culinary and obtained 107 respondents who filled the questionnaire. Data processing using the formula of the Structural Equation Model method is to use simple arithmetic calculations such as multiplication, division, subtraction, and increment.

Based on the results of data processing is known that the application of Supply Chain Management has a positive effect on Competitive Advantage based on T-Values obtained by 6.751.

Based on the results of the study, it is recommended that small business menenga to apply Supply Chain Management well and also right, it is aimed so that business actors can compete well with the SMEs engaged in the same field..

Keywords: Competitive Advantage, Culinary, Operations Management, Small and Medium Enterprises, Supply Chain Management.