

ABSTRACT

SMEs have an important role to employ and widen job opportunity for the community in the country's economic development efforts. Most of the SME's owners are currently located on the island of Java. SME is particularly owned by the city of Bandung divided into seven sectors of trade industry, one of them is the Sentra Industri Kaos Suci Bandung. In the procurement of raw materials, Sentra Industri Kaos Suci Bandung has multi supplier divided into permanent supplier and non-permanent supplier. Sentra Industri Kaos Suci Bandung often relies on the availability of raw materials from other suppliers, in case of a supplier cannot fulfill the required raw materials. In this case, Sentra Industri Kaos Suci Bandung only performs short-term purchases of the processed raw materials. Therefore, this study will analyze the impact of supply chain management practices (SCMP) implementation to supply chain performance (SCP) on Sentra Industri Kaos Suci Bandung.

The variable used in this research is supply chain management practices (SCMP) as an independent variable with strategic supplier partnership, customer relationship, information sharing, information quality, postponement, and agreed vision and goals as its dimensions, and supply chain performance (SCP) as a dependent variable.

Data collection methods were conducted through the distribution of questionnaires to 65 business actors of Sentra Industri Kaos Suci Bandung. This research methods implements the mixed method with descriptive statistic analysis, PLS-SEM analysis using SmartPLS 3.0's software, and Miles and Huberman analysis.

Based on the result, all dimensions of supply chain management practices (SCMP) have significant influence to supply chain performance (SCP) variable either partially or simultaneously. Customer relationship dimension of supply chain management practices (SCMP) variable has the highest significance when compared to other dimensions that affects supply chain performance (SCP). This is proven by the results of interviews with respondents who said that business actors make various efforts to maintain customer relationships. The postponement dimension has the lowest significance. Business actors are advised to improve customer demand response.

Sentra Industri Kaos Suci Bandung has applied supply chain management practices (SCMP) to their business and has a good supply chain performance (SCP). It is expected that Sentra Industri Kaos Suci Bandung can maintain the performance and productivity in doing the production.

Keywords: Descriptive statistic analysis PLS-SEM, Sentra Industri Kaos Suci Bandung, Supply Chain Management Practices (SCMP), Supply Chain Performance (SCP)