

ABSTRACT

Cibaduyut has been known as the shoes and bags industrial center which products have been spread widely around the world. Many problems are faced by the area, mainly most about the raw materials, the human resources, and the marketing networks. However, we could solve the problems by doing certain analysis on the Supply Chain Management Practices (SCMP) around the area. The prior research showed that the higher the SCMP applied and restructured directly, the higher the overall company supply chain (SCPM) would perform. The aim of the research is to know how the application of the Supply Chain Management Practices (SCMP) influences the Supply Chain Management Performances Measures (SCPM).

The research applies five SCMP dimensions. They are lean retailing strategies, information sharing, information quality, strategic supplies partnership, and customer relation practices; not to mention the other eight factors of SCMP: supply chain flexibility, supply chain integration, responsiveness to customers, efficiency, quality, product innovation, market performance, partnership quality.

Based on the method, the research used was the mixed one; that is the combination of the qualitative method and the quantitative one. The analysis technique of the research data processing used was the Structural Equation Model (SEM). The goal of the research is conclusive and the type of it is casual. The research was done without doing any intervension and the analysis unit was executed individually.

The result of the research shows that the dominant SCMP dimension is the Information Sharing (SCMPIS) and the Strategic Supplies Partnership (SCMPSSP), while the factor of the lowest influence is the Information Quality (SCMPQ). The most dominant influence of the SCMP dimension is the Partnership Quality (PERRMPQ) and the Supply Chain Flexibility (PERSCF), while the lowest influence contribution is the Market Performance (PERMMP).

The research instrument could be able to be reused by any other researcher who might be interested in doing such a research on SCMP and SCPM in many sectors and the result of the research could be practically empowered to evaluate any object which might be found out to be restructured in the supply chain management in Cibaduyut Industrial Center.

Keywords : *Cibaduyut, SCMP, SCPM*