

Peningkatan performa perusahaan melalui integrasi suply chain pada industri kecil di Semarang

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Abstrak

Competition in the future is not company to company, but among supply chain to supply chain. This study based on the fenomena that production process has result very much goods, the problem about how to deliver goods or services to end customer with optimal and on time delivery. Company, especially on small businesses must identify their intregration with supplier and customer. The integration concern can be based on customer, supplier, or both. This first study is to identify the type of integration among the small business. The second study is to investigat the relationship between integration concern and corporate performance, and finally the study is designed to understand differences among integration concern. Population in this study is small businesses Semarang Municipality. Sample for this study are 59 small businesses. Companies were selected by cluster sampling technique. Method of data is collected by questioner given directly to company and deep interview with the owners. Analyze used by descriptive analysis and Kruskal Wallis test. The result indicate that almost all the small business have periphery facing integration. It means that small businesses have integration to supplier and to customer. The other result of this study indicate that integrate the supply chain have positive and significant effect on company performance