

ABSTRACT

***THE INFLUENCE OF INFORMATION TECHNOLOGY AND
DISTRIBUTION CHANNELS ON THE SUPPLY CHAIN IN THE RETAIL
INDUSTRY***

(Study on CV Afsha Puspa Prima Tasikmalaya)

By:

Geryl Giri Handani

NIM 173402222

Under Guidance:

R. Lucky Radi Rinandiyana

Alicia Deana Santosa

Knowing and analyzing Information Technology and Distribution Channels Towards the Supply Chain in Afsha Puspa Prima, Information Technology and Distribution Channels in this study simultaneously have an influence on the Supply Chain, Technology and Distribution Channels have a significant effect on the Supply Chain and model regression fit.

Keywords: Information Technology, Distribution Channels, Supply Chain

ABSTRAK

PENGARUH TEKNOLOGI INFORMASI DAN SALURAN DISTRIBUSI TERHADAP RANTAI PASOK DI INDUSTRI RETAIL

(Studi Pada CV Afsha Puspa Prima Tasikmalaya)

Oleh:

Geryl Giri Handani

NIM 173402222

Dibawah Bimbingan:

R. Lucky Radi Rinandiyana

Alicia Deana Santosa

Mengetahui dan menganalisis Teknologi Informasi dan Saluran Distribusi Terhadap Rantai Pasok di Afsha Puspa Prima, Teknologi Informasi dan Saluran Distribusi dalam penelitian ini secara bersamaan memiliki pengaruh terhadap Rantai Pasok. Teknologi Informasi dan Saluran Distribusi berpengaruh signifikan terhadap Rantai Pasok dan secara model regresi fit.

Kata Kunci: Teknologi Informasi, Saluran Distribusi, Rantai Pasok