

ABSTRAK

PENGARUH PENERAPAN *SUPPLY CHAIN MANAGEMENT* TERHADAP KINERJA PERUSAHAAN MELALUI KEUNGGULAN KOMPETITIF

**(Penelitian pada Industri Bata Merah di Wilayah Kecamatan Cisayong
Kabupaten Tasikmalaya)**

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Penelitian ini bertujuan untuk menganalisis: a) *Supply Chain Management* pada Perusahaan Industri Bata Merah di Wilayah Kecamatan Cisayong; b) Kinerja Perusahaan pada Perusahaan Industri Bata Merah di Wilayah Kecamatan Cisayong; c) Keunggulan Kompetitif pada Perusahaan Industri Bata Merah di Wilayah Kecamatan Cisayong; d) Besarnya Pengaruh Penerapan *Supply Chain Management* Terhadap Kinerja Perusahaan Melalui Keunggulan Kompetitif pada Perusahaan Industri Bata Merah di Wilayah Kecamatan Cisayong. Sampel penelitian adalah 20 pelaku usaha industri bata merah di wilayah Kecamatan Cisayong Kabupaten Tasikmalaya, data yang digunakan adalah data primer, yang diperoleh melalui kuesioner. Alat analisis yang digunakan adalah analisis regresi variable mediasi. Hasil penelitian menunjukkan bahwa *Supply chain management* berpengaruh terhadap keunggulan kompetitif, *supply chain management* berpengaruh terhadap kinerja perusahaan, keunggulan kompetitif berpengaruh terhadap kinerja perusahaan dan *supply chain management* berpengaruh terhadap kinerja perusahaan melalui atau tanpa melalui keunggulan kompetitif, namun lebih cenderung berpengaruh langsung terhadap kinerja perusahaan.

Kata kunci: *supply chain management*, kinerja perusahaan, keunggulan kompetitif.

ABSTRACT

**THE INFLUENCE OF SUPPLY CHAIN MANAGEMENT
IMPLEMENTATION ON COMPANY PERFORMANCE THROUGH
COMPETITIVE ADVANTAGE**

**(Research on the Red Brick Industry in the District of Cisayong
Tasikmalaya Regency)**

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This study aims to analyze: a) Supply Chain Management at the Red Brick Industrial Company in the Cisayong District Area; b) Company performance at the Red Brick Industrial Company in the Cisayong District Area; c) Competitive Advantage in the Red Brick Industrial Company in the Cisayong District Area; d) The magnitude of the influence of the implementation of supply chain management on the company's performance through competitive advantage in the red brick industrial company in the Cisayong district. The research sample was 20 business actors in the red brick industry in the District of Cisayong, Tasikmalaya Regency, the data used were primary data, which were obtained through questionnaires. The analytical tool used is the mediating variable regression analysis.. The results show that supply chain management affects competitive advantage, supply chain management affects company performance, competitive advantage affects company performance and supply chain management affects company performance through or without competitive advantage, but tends to have a direct effect on company performance.

Keywords: *Supply Chain Management, Company Performance, Competitive Advantage.*