

ABSTRACT

THE INFLUENCE OF ENTERPRISE RESOURCE PLANNING ON SUPPLY CHAIN MANAGEMENT AND ITS IMPACT ON COMPETITIVE ADVANTAGE IN THE 5HAYAM TASIKMALAYA FRANCHISE

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This research aims to determine (1) Enterprise Resource Planning, Supply Chain Management and Competitive Advantage in the 5hayam Tasikmalaya Franchise. (2) The Influence of Enterprise Resource Planning with Competitive Advantage on the 5hayam Tasikmalaya Franchise. (3) The Influence of Supply Chain Management with Competitive Advantage on the 5hayam Tasikmalaya Franchise. The method used in this research is a quantitative method. Meanwhile, the sampling technique uses the saturated sample method. The data used in this research is primary data. The data analysis technique uses path analysis. The results of this research show that Enterprise Resource Planning, Supply Chain Management has a positive and significant effect on competitive advantage in the 5hayam Tasikmalaya Franchise.

Keyword: *Enterprise Resource Planning, Supply Chain Management, Competitive Advantage*