

ABSTRACT

ANALYSIS OF THE IMPLEMENTATION OF DIGITAL SUPPLY CHAIN AND DISTRIBUTION OPTIMIZATION ON OPERATIONAL PERFORMANCE OF FAST MOVING CONSUMER GOODS PRODUCT (Survey at TESCO Minimarket, Tasikmalaya City)

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This study aims to identify and analyze the implementation of digital supply chain, distribution optimization, and operational performance, as well as the influence of digital supply chain and distribution optimization on operational performance, the effect of digital supply chain on distribution optimization, the effect of digital supply chain on operational performance, the effect of distribution optimization on operational performance, the indirect effect among variabel, and the simultaneous effect of digital supply chain and distribution optimization on Fast Moving Consumer Goods products at TESCO Minimarket, Tasikmalaya city. The research method used was a quantitative method with descriptive and verificative approaches through a survey method. Data collection techniques were carried out distributing questionnaires to employees of TESCO Minimarket, Tasikmalaya city as research respondents. The data analysis techniques used included descriptive analysis, Method of Successive Interval, assumption testing, and path analysis. The results showed that the implementation of digital supply chain, distribution optimization, and operational performance were in the good category. Digital supply chain and distribution optimization had a positive and significant effect on operational performance, both directly and indirectly.

Keywords: digital supply chain, distribution optimization, operational performance, Fast Moving Consumer Goods.

ABSTRAK

ANALISIS PENERAPAN *DIGITAL SUPPLY CHAIN* DAN OPTIMALISASI DISTRIBUSI TERHADAP KINERJA OPERASIONAL PADA PRODUK *FAST MOVING CONSUMER GOODS* (Survei Pada Minimarket TESCO Kota Tasikmalaya)

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Studi ini tujuannya memahami dan menganalisis penerapan *digital supply chain*, optimalisasi distribusi, dan kinerja operasional serta pengaruh *digital supply chain* dan optimalisasi distribusi terhadap kinerja operasional, serta pengaruh *digital supply chain* terhadap optimalisasi distribusi, pengaruh *digital supply chain* terhadap kinerja operasional, pengaruh optimalisasi distribusi terhadap kinerja operasional, pengaruh tidak langsung antarvariabel, serta pengaruh simultan *digital supply chain* dan optimalisasi distribusi pada produk *Fast Moving Consumer Goods* di Minimarket TESCO Kota Tasikmalaya. Metode studi yang dipergunakan adalah metode kuantitatif dengan pendekatan deskriptif dan verifikatif melalui metode survei. Teknik pengumpulan data dilaksanakan melalui penyebaran kuesioner kepada responden karyawan Minimarket TESCO Kota Tasikmalaya sebagai responden penelitian. Teknik analisis data yang dipergunakan meliputi analisis deskriptif, *Method of Successive Interval*, uji asumsi, dan analisis jalur (*path analysis*). Hasil penelitian memperlihatkan penerapan *digital supply chain*, optimalisasi distribusi, dan kinerja operasional ada di kategori baik. *Digital supply chain* dan optimalisasi distribusi berimplikasi positif nyata kepada kinerja operasional, baik dengan langsung maupun tidak langsung.

Kata kunci: *digital supply chain*, optimalisasi distribusi, kinerja operasional, *Fast Moving Consumer Goods*.