

ABSTRACT

THE EFFECT OF SUPPLY CHAINMANAGEMENT ON OPERATIONAL PERFORMANCE

(A Case Study on the Embroidery Industry in Kawalu District, Tasikmalaya City)

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This study aims to analyze the effect of supply chain management consisting of information sharing, long-term relationship, cooperation, and process integration on operational performance in the embroidery convection industry in Kawalu District, Tasikmalaya City. This study used a quantitative approach with data collection techniques carried out through distributing questionnaires to embroidery business owners in Kawalu District. The analytical method used was path analysis to examine the direct and simultaneous effects among variables in the research model. The results showed that information sharing, long-term relationship, cooperation, and process integration influenced operational performance. These findings indicate that the operational performance of the embroidery industry is influenced by the quality of supply chain management, cooperative relationships among business actors, and process integration in operational activities. Therefore, improving coordination, long-term cooperation, and integrated supply chain management has become an important strategy in enhancing operational efficiency and the competitiveness of the embroidery industry in Kawalu District, Tasikmalaya City.

Keywords: *information sharing, long-term relationship, cooperation, and process integration on operational performance.*

ABSTRAK

PENGARUH *SUPPLY CHAIN MANAGEMENT* TERHADAP *KINERJA OPERASIONAL*

(Kasus Pada Industri Bordir di Kecamatan Kawalu Kota Tasikmalaya)

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Penelitian ini bertujuan untuk menganalisis pengaruh supply chain management yang terdiri dari information sharing, long-term relationship, cooperation, dan process integration terhadap kinerja operasional pada industri konveksi bordir di Kecamatan Kawalu Kota Tasikmalaya. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data melalui penyebaran kuesioner kepada pelaku usaha bordir di Kecamatan Kawalu. Metode analisis yang digunakan adalah analisis jalur (path analysis) untuk menguji pengaruh langsung dan simultan antarvariabel dalam model penelitian. Hasil penelitian menunjukkan bahwa information sharing, long-term relationship, cooperation, dan process integration berpengaruh terhadap kinerja operasional. Temuan ini menunjukkan bahwa kinerja operasional industri bordir dipengaruhi oleh kualitas pengelolaan rantai pasok, hubungan kerja sama antar pelaku usaha, serta integrasi proses dalam kegiatan operasional. Oleh karena itu, peningkatan koordinasi, kerja sama jangka panjang, serta pengelolaan supply chain management yang terintegrasi menjadi strategi penting dalam meningkatkan efisiensi operasional dan daya saing industri bordir di Kecamatan Kawalu Kota Tasikmalaya.

Kata Kunci: *information sharing, long-term relationship, cooperation, and process integration terhadap kinerja operasional.*