

ABSTRACT

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THE IMPACT OF SUPPLY CHAIN INTEGRATION (SCI) TOWARDS SUPPLY CHAIN PERFORMANCE OF PT NUTRIMAX PRIMA PERKASA

(xv + 99 pages; 11 figures; 35 tables; 8 appendices)

For a business to succeed, it must achieve supply chain optimization by integrating the supply chain. Thus, purpose of this final paper is to find out the impact of Supply Chain Integration (SCI) towards Supply Chain Performance.

Supply chain, especially SCI, is considered to be one of the important factors for the growth of a company. With the increasing competition globally, companies are encouraged to integrate its supply chain in order to increase the supply chain performance.

The research type is quantitative research, while the research designs used in this research are descriptive and causal. As the number of population in this research is 46, the writer uses census method in collecting data. The data analysis method used in this research includes descriptive data analysis, validity test, reliability test, normality test, linearity test, correlation test, determination test, linear regression test, and hypothesis test (Z test).

Based on the data quality testing, all instruments are valid and reliable, as well as the data is considered as normal and linear. Also, the results show that SCI and supply chain performance are positively and significantly correlated / associated, resulting an alternate hypothesis is accepted.

Therefore, the writer recommends PT Nutrimax Prima Perkasa to build a better relationship with its suppliers as well as to have flexible facilities to store many types of products and to replenish stocks during low demand periods.

Keywords: Supply Chain Integration, Supply Chain Performance, International Business

References: 59