

## **CHAPTER V**

### **CONCLUSION**

#### **5.1 Conclusion**

From the result of the research, the conclusions are as follows:

- a. PT MajuJaya Pohon Pinang implements several supply chain management practices. For productions, everything is manufactured by using a bunch of machine lines. Furthermore, the company also collaborates with other companies for better performance and greater results. Their logistics system is mostly done by using the delivery order system. For the marketing system, the company uses marketing agents to engage more new customers.
- b. PT MajuJaya Pohon Pinang implements several supply chain management practices and they do it pretty well. The process of manufacturing by using machines improves the production quality of the products. The collaborations which are done with other companies have helped PT MajuJaya Pohon Pinang to improve better in performance with greater results. The company's logistics system is also efficient to be implemented which helps in decreasing unnecessary transportation costs. Their marketing practices are also good, but still can be improved much better than the current level.

- c. After the writer did a bunch of data analysis and tests, the results show that there is a positive influence between the independent variable (supply chain management practices) and dependent variables (company performance). Based on the hypothesis T-test conducted by the writer, the  $H_a$  is accepted which means that the independent variable has influence on the dependent variable.

## **5.2 Recommendation**

After the writer has the result of the recommendation, there are several recommendations for the problems, which are as follows.

### **5.2.1 For PT MajuJaya Pohon Pinang**

- a. The company does not use many transportation modes for their logistic activities. The company is recommended to start using airplanes in their shipment system for faster and more capacities in shipping, instead of just using ships and boats. Collaborating with airplane shipping companies is the best solution for this problem.
- b. The company does not have many foreign distributors in the international markets, which also explains that their income from overseas is not as big as their national income. It is recommended that the company should add more foreign distributors to expand the international market for more foreign income.
- c. The company's annual sales data indicates that the company does not gain more market by selling in the international market. It is

recommended that the company should collaborate with many foreign supermarkets to increase their foreign income because supermarkets will never run out of customers. For the best approach of better brand recognition and sales increase in the international market, the company is recommended to utilize social media more, such as making an official Instagram account since the platform currently has the most online users in the world. Furthermore, the company can also ask international social media influencers to do endorsements on the company's products for wider approaches through their social media followers.

#### **5.2.2 For Future Researchers**

For future researchers, this study which is conducted by the writer, can be used as references for future researchers who want to study and learn the same topic for better understanding and clarity to the knowledge.

#### **5.2.3 For Other Parties**

For other parties such as governments and companies, the writer hopes that this study may help them learning and gaining more knowledge on the influence of supply chain management practices on company performance. Hopefully, this study can help them to solve problems and avoid practical business mistakes in the future.