

ABSTRACT

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THE EFFECT OF SUPPLY CHAIN INTEGRATION ON FIRM PERFORMANCE AT PT MAKMUR ANDALAN SAWIT IN MEDAN

(xvii +91 pages; 12 figures; 36 tables; 15 appendix)

Firm performance has been the main concern of any firm to survive in current high intensity economy market competition. Based on the preliminary interview, the author found that the firm performance during the international trade was poor.

This study aims to discover the effect of supply chain integration on the firm performance at PT Makmur Andalan Sawit in Medan. Supply chain integration is considered as an essential factor in determining the performance degree of a firm.

Descriptive quantitative and causal study designs are applied in this study. By using the proportionate stratified random sampling method, 112 out of 156 employees are taken as sample. This research collects primary and secondary data to investigate both variables.

All the research data pass through variety data analysis methods including validity test, reliability test, normality test, linearity test, and heteroscedasticity test, with the linear regression of $Y = 3.359 + 0.863X$. The determination value of 0.456 explains that 45.6% of the firm performance at PT Makmur Andalan Sawit can be explained by the supply chain integration variable. The study results of t test shows that $t \text{ count } (9.60) > t \text{ table } (1.98)$ concluded that the integration of supply chain has effect on the firm performance at PT Makmur Andalan Sawit in Medan.

After all the research and analysis have been carried out, it is recommended for PT Makmur Andalan Sawit to implement a multiple supply chain integration systems, to brief the projects outline, and to examine the details of their work procedures.

Keywords: Supply Chain Integration, Firm Performance, International Business

References: 45 (2014-2019)

ABSTRAK

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EFEK INTEGRASI RANTAI PASOK TERHADAP KINERJA PERUSAHAAN PT MAKMUR ANDALAN SAWIT DI MEDAN

(xvii+ 91 halaman; 12 gambar; 36 tabel; 15 lampiran)

Kinerja perusahaan telah menjadi perhatian utama bagi setiap perusahaan untuk bertahan dalam persaingan pasar ekonomi yang cukup tinggi. Berdasarkan wawancara terdahulu, penulis menemukan kinerja perusahaan yang buruk selama perdagangan internasional.

Penelitian ini bertujuan untuk mengetahui pengaruh integrasi rantai pasok terhadap kinerja perusahaan PT Makmur Andalan Sawit di Medan. Integrasi rantai pasok dipertimbangkan sebagai faktor penting dalam meningkatkan kinerja suatu perusahaan.

Metode penelitian deskriptif kuantitatif dan kausal diterapkan dalam penelitian ini. Dengan menggunakan metode proportionate stratified random sampling, 112 dari 156 karyawan dipilih untuk dijadikan sebagai sampel. Penelitian ini mengumpulkan data primer dan sekunder untuk menyelidiki kedua variabel.

Semua data penelitian lulus melalui berbagai metode analisa data termasuk uji validitas, uji reliabilitas, uji normalitas, uji linearitas, dan uji heteroskedastisitas, dengan hasil regresi linier $Y = 3.359 + 0.863X$. Nilai determinasi 0.456 menjelaskan bahwa 45.6% dari kinerja perusahaan PT Makmur Andalan Sawit dipengaruhi oleh variabel integrasi rantai pasok. Hasil penelitian uji t menunjukkan bahwa t hitung ($9,60$) > t tabel (1.98), yang dapat disimpulkan bahwa integrasi rantai pasok berpengaruh terhadap kinerja perusahaan PT Makmur Andalan Sawit di Medan.

Setelah semua penelitian dan analisis dilakukan, PT Makmur Andalan Sawit disarankan untuk menjalankan beberapa sistem integrasi rantai pasok dan untuk menjelaskan garis besar proyek, serta memeriksa rincian prosedur kerja.

Kata Kunci: Integrasi Rantai Pasok, Kinerja Perusahaan, Bisnis Internasional

Referensi: 45 (2014-2019)