

## RINGKASAN

Tujuan penelitian ini adalah menganalisis ketidakpastian informasi terhadap praktik supply chain dan pengaruh ketidakpastian yang berasal dari pelanggan terhadap praktik supply chain, menganalisis pengaruh praktik supply chain terhadap competitive advantage, dan meneliti pengaruh praktik supply chain terhadap organization performance yang dimediasi oleh competitive advantage dan juga menganalisis pengaruh competitive advantage terhadap organization performance. Penelitian ini mengkombinasi 3 model Wang et.al, Arifin, et.al, and Li, et.al. Sampel dari penelitian ini adalah 95 UMKM di Banjarnegara. UMKM yang dipilih adalah tempat makan di Banjarnegara, yang memiliki penghasilan minimal Rp. 10.000.000.

Hasil dari penelitian ini menunjukkan bahwa ada dampak negatif ketidakpastian informasi terhadap praktik supply chain, dampak negatif dari ketidakpastian yang berasal dari pelanggan terhadap praktik supply chain. Selain itu menunjukkan bahwa ada dampak positif dari praktik rantai perusahaan, terhadap persaingan kompetitif dan kinerja organisasi. Implikasi dari penelitian ini adalah perusahaan diharapkan bisa menganalisis ketidakpastian informasi dan ketidakpastian yang berasal dari pelanggan. Selain itu perusahaan diharapkan mampu menerapkan praktik supply chain dengan baik agar mampu bersaing secara kompetitif dan juga untuk meningkatkan kinerja organisasi.

***Kata Kunci :*** *Ketidakpastian Informasi, ketidakpastian yang berasal dari pelanggan, praktik supply chain, persaingan kompetitif, kinerja organisasi.*

## SUMMARY

The purpose of this study is to analyze the uncertainty of information on supply chain practices and the influence of the effect of unconsciousness from customers on supply chain practices, to analyze the influence of supply chain practices on competitive advantage, and to examine the effect of supply chain practices on organization performance mediated by competitive advantage and also analyze The influence of competitive advantage on organization performance. This study modeled 3 models of Wang et.al, Arifin, et.al, and Li, et.al. Sample of this research is 95 SMEs in Banjarnegara. UMKM selected there are places to eat in Banjarnegara, which has a minimum income of Rp. 10,000,000.

The results of this study indicate that there is a negative impact of information inaction on supply chain practices, the negative impact of uncertainty coming from customers on supply chain practices. In addition, the appointment that there is a positive impact of corporate chain practices, against competitive and organizational performance. The implication of this research is that the company is expected to be able to analyze uncertainty of information and uncertainty coming from customers. In addition, the company is expected to be able to apply supply chain practices well in order to compete competitively and also to improve organizational performance.

*Keywords: Uncertainty Information, uncertainty from customers, supply chain practices, competitive competition, organization performance.*