

SUMMARY

The research titled “ Analyze The Influence of Supply Chain Management and Supply Chain Flexibility to Company Performance with Competitive Advantage as a Mediating Variable (Study on Small and Medium Muffler Industry in Purbalingga)”. The method used was survey with simple random sampling technique. The population in this study were Small and Medium Muffler Industry in Purbalingga with a sample of 64 respondents. Based on the results of the study and data analysis using Partial Least Square (PLS) show that: (1) Supply chain management has positive effect on company performance at Small and Medium Muffler Industry in Purbalingga (2) Supply chain flexibility has positive effect on company performance at Small and Medium Muffler Industry in Purbalingga (3) Supply chain management has positive effect on competitive advantage at Small and Medium Muffler Industry in Purbalingga (4) Supply chain flexibility has positive effect on competitive advantage at Small and Medium Muffler Industry in Purbalingga (5) competitive advantage has positive effect on company performance at Small and Medium Muffler Industry in Purbalingga (6) Competitive advantage positively mediate the effect of supply chain management on company performance at Small and Medium Muffler Industry in Purbalingga (7) Competitive advantage positively mediate the effect of supply chain flexibility on company performance at Small and Medium Muffler Industry in Purbalingga.

The implication of this research is to have the ability in maintaining or increasing competitive advantage which will impact on the improvement of company performance in Small and Medium Muffler Industry in Purbalingga, it can be achieved through the application of intensive supply chain management practices from suppliers to end customers and the fluently flow of information and flexibility in the components of the supply chain in the industry to cope with rapid market changes so that the company can better meet customer needs.

Key word: *Company performance, Competitive advantage, Supply chain management, Supply chain flexibility.*