

SUMMARY

This research is a survey on teak wood furniture industry in Blora district. This research takes the title Analysis of the Effect of Supply Chain Performance, Product Quality, and Product Innovation on Competitive Advantage at Teak Wood Industry in Blora.

This study aims to determine the effect of supply chain performance, product quality and product innovation on competitive advantage. Respondents in this study were owners/managers of Teak wood carving industries in Blora with a total of 56 respondents.

The research method used is quantitative research with sampling techniques used is probability sampling with simple random sampling. Based on the results of research and data analysis using SPSS (Statistical product & service solution) shows that:

1. Supply Chain Performance has a positive effect on competitive advantages.
2. Product Quality has a positive effect on competitive advantages.
3. Product Innovation has a positive effect on Competitive Advantages.

The implication of this research is as a consideration in increasing competitive advantage through supply chain performance, product quality and product innovation. Researchers pay more attention to the wise use of resources, asset accounting and market expansion to create a strong competitive advantage.

This research still needs development both in adding or expanding independent variables that are better/suitable. This research shows that good competitive advantages can be achieved by implementing and developing various aspects of production. So that the Teak wood carving industries have their own characteristics and uniqueness.

Keywords: Supply Chain Performance, Product Quality, Product Innovation and Competitive Advantages.

Abstract

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