

RINGKASAN

Penelitian ini merupakan penelitian survei pada Industri Kecil dan Menengah Gula Kelapa Gumelem yang berada di Gumelem Kecamatan Susukan Kabupaten Banjarnegara. Penelitian ini mengambil judul: “Pengaruh *Long Term Relationship, Process Integration, Cooperation* terhadap Kinerja *Supply Chain Management* serta Pengaruhnya terhadap *Competitive Advantage* (Studi Pada IKM Gula Kelapa Gumelem)”.

Tujuan penelitian ini adalah untuk mengetahui pengaruh *long term relationship, process integration, cooperation* terhadap kinerja *supply chain management* serta pengaruhnya terhadap *competitive advantage*.

Populasi pada penelitian ini adalah semua pelaku industri kecil dan menengah gula kelapa gumelem yang berada di Gumelem Kulon. Jumlah responden yang diambil pada penelitian ini adalah 71 responden. *Sample Randon Sampling* digunakan dalam penentuan responden ini.

Berdasarkan hasil penelitian dan analisis data dengan menggunakan Analisis Regresi Berganda dan Analisis Regresi Sederhana menunjukkan bahwa: (1) *Long term relationship* berpengaruh positif terhadap kinerja *supply chain management*, (2) *Process integration* berpengaruh positif terhadap kinerja *supply chain management*, (3) *Cooperation* berpengaruh positif terhadap kinerja *supply chain management*, (4) Kinerja *supply chain management* berpengaruh positif terhadap *competitive advantage*.

Implikasi dari kesimpulan diatas yaitu dalam upaya meningkatkan kepuasan konsumen, pihak produsen sebaiknya memperhatikan berbagai kebijakan yang berkaitan dengan *long term relationship, process integration, cooperation*. Upaya yang dilakukan adalah dengan meningkatkan kinerja *supply chain management* secara lengkap sesuai dengan kebutuhan, kebijakan, kepercayaan, kerjasama yang berkaitan dengan kepuasan konsumen gula kelapa gumelem. Dan juga agar dapat mempertahankan persaingan yang ketat didunia industri perusahaan harus meningkatkan kinerja *supply chain management*.

Kata Kunci : Long Term Relationship, Process Integration, Cooperation, Kinerja Supply Chain Mangement, Competitive Advantage

SUMMARY

This research is a survey research on Small and Medium Industries of Gumelem Coconut Sugar located in Gumelem, Susukan Subdistrict, Banjarnegara Regency. This study takes the title: "The Influence of Long Term Relationship, Process Integration, Cooperation on Supply Chain Management Performance and Its Impact on Competitive Advantage (Study on GumMem Coconut Sugar IKM)".

The purpose of this study was to determine the effect of long term relationships, process integration, cooperation on supply chain management performance and its effect on competitive advantage.

The population in this study were all small and medium-sized industries of coconut sugar gumelem in Gumelem Kulon. The number of respondents taken in this study were 71 respondents. Sample Randon Sampling is used in determining this respondent.

Based on the results of research and analysis of data using Multiple Regression Analysis and Simple Regression Analysis shows that: (1) Long term relationships have a positive effect on supply chain management performance, (2) Process integration has a positive effect on supply chain management performance, (3) Cooperation has an effect positive for supply chain management performance, (4) Supply chain management performance has a positive effect on competitive advantage.

The implications of the above conclusions are in an effort to increase customer satisfaction, the producers should pay attention to various policies relating to long term relationships, process integration, cooperation. The efforts made are to improve the supply chain management performance in full in accordance with the needs, policies, trust, cooperation related to customer satisfaction of coconut sugar gumelem. And also in order to maintain tight competition in the industrial world, companies must improve supply chain management performance.

Keywords: Long Term Relationship, Process Integration, Cooperation, Supply Chain Mangement Performance, Competitive Advantage