

# Pengaruh Pemicu Internal Dan Pemicu Eksternal Strategi *Supply Chain Management* (SCM) Terhadap Perusahaan *Precast*

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## INTISARI

*Supply chain management* diperlukan dalam sebuah perusahaan karena bertujuan agar perusahaan tetap dapat bersaing dengan keunggulan yang kompetitif. Persaingan harus selalu diperhatikan oleh perusahaan, sehingga perusahaan harus memiliki strategi rantai pasok untuk memenangkan persaingan pasar. Daya saing perusahaan juga salah satu cara untuk mencapai tujuan kinerja yang diinginkan. Agar perusahaan dapat bertahan dan mampu bersaing serta memiliki kinerja perusahaan yang baik, maka bisa di dukung dengan penggunaan *supply chain management* dalam perusahaan.

Tujuan penelitian ini untuk menganalisis strategi *supply chain management* terhadap perusahaan *precast*, menganalisis pengaruh pemicu internal *supply chain management* terhadap perusahaan dan menganalisis pengaruh pemicu eksternal *supply chain management* terhadap perusahaan. Data diperoleh dari hasil kuesioner terhadap perusahaan *precast* di Bojonegara dengan sampel sebanyak 100 responden dengan menggunakan metode *Structural Equation Modeling* (SEM) dan untuk analisa menggunakan bantuan program *Smart PLS 3.2.8 (30 Day Trial)*.

Hasil dari penelitian ini menunjukkan pemicu internal dan eksternal memiliki pengaruh positif dan signifikan terhadap *Supply Chain Management* yang ditunjukkan dengan nilai (0,37, 0,85, dan 0,62) dan nilai p-value masing-masing bernilai  $\leq 0,05$ . Hasil nilai *R squared* yang dihasilkan dalam penelitian juga sebesar 0,98 yang termasuk dalam kriteria model kuat ( $\leq 0,70$ ).

**Kata kunci:** *Supply Chain Management*, SCM, PLS, *Structural Equation Modeling* (SEM).

# ***Effect of Internal Triggers and External Triggers on Supply Chain Management (SCM) Strategies on Precast Companies***

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## **ABSTRACT**

*Supply chain management is needed in a company because it aims to keep the company competitive with competitive advantage. Competition must always be considered by companies, so companies must have a supply chain strategy to win market competition. Company competitiveness is also one way to achieve desired performance goals. In order for companies to survive and be able to compete and have good corporate performance, it can be supported by the use of supply chain management in the company.*

*The purpose of this study is to analyze the supply chain management strategy for precast companies, analyze the influence of internal supply chain management triggers on the company and analyze the influence of external supply chain management triggers on the company. Data were obtained from the results of questionnaires to precast companies in Bojonegara with a sample of 100 respondents using the Structural Equation Modeling (SEM) method and for analysis using the help of the Smart PLS 3.2.8 (30 Day Trial) program.*

*The results of this study show that internal and external triggers have a positive and significant influence on Supply Chain Management as indicated by values (0.37, 0.85, and 0.62) and the p-value value of each is  $\leq 0.05$ . The results of the R squared generated in the study are also equal to 0.98 which is included in the criteria of the strong model ( $\leq 0.70$ ).*

**Keywords:** *Supply Chain Management, SCM, PLS, Structural Equation Model*