

PENGARUH STRATEGI DAN PRAKTIK SUPPLY CHAIN MANAGEMENT TERHADAP KINERJA OPERASIONAL PERUSAHAAN DENGAN (Studi Kasus : Industri Beton Precast dan Readymix di Provinsi Banten)

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INTISARI

Pembangunan infrastruktur yang begitu masif membuat permintaan akan material konstruksi terus bertumbuh tidak terkecuali beton *precast* dan *readymix*. Penelitian ini bertujuan untuk menganalisis pengaruh strategi SCM terhadap praktik perusahaan beton *precast* dan *readymix*, menganalisis pengaruh strategi SCM terhadap kinerja operasional perusahaan beton *precast* dan *readymix*, menganalisis pengaruh praktik SCM terhadap kinerja operasional perusahaan beton *precast* dan *readymix*. Penelitian ini merupakan eksploratori dengan pengolahan data Smart PLS 3.2.8 (30 Day Trial) SEM untuk mengevaluasi *outer model* dan *inner model*. Penelitian dilakukan pada 100 pekerja dari 4 perusahaan beton *precast* dan *readymix* di wilayah Banten menggunakan teknik *stratified random sampling*.

Dari hasil penelitian menunjukkan strategi SCM memiliki pengaruh positif sebesar 64,5 % terhadap praktik perusahaan beton *precast* dan *readymix*, strategi SCM memiliki pengaruh positif sebesar 42,1 % terhadap terhadap kinerja operasional perusahaan beton *precast* dan *readymix*, strategi SCM memiliki pengaruh positif sebesar 64,9 % terhadap kinerja operasional perusahaan beton *precast* dan *readymix* melalui praktik SCM.

Kata Kunci : Strategi SCM Praktik SCM, Kinerja Operasional Perusahaan, PLS

**THE INFLUENCE OF SUPPLY CHAIN MANAGEMENT
STRATGIES AND PRACTICES ON THE COMPANY'S
OPERATIONAL PERFORMANCE WITH (A Case Study: The
Precast And Readymix Concrete Industry In Banten Province**

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ABSTRACT

Massive infrastructure development makes the demand for construction materials continue to grow, with no exception precast and readymix concrete. This study aims to analyze the effect of SCM strategy on the practices of precast and readymix concrete companies, analyze the effect of SCM strategies on the operational performance of precast and readymix concrete companies, analyze the effect of SCM practices on the operational performance of precast and readymix concrete companies. This research is an exploration of Smart PLS 3.2.8 (30 Day Trial) SEM data processing to evaluate the outer model and inner model. The study was conducted on 100 workers from 4 precast and readymix concrete companies in Banten using stratified random sampling techniques.

From the results of the study showed the SCM strategy had a positive influence of 64.5% on the practice of precast and readymix concrete companies, the SCM strategy had a positive influence of 42.1% on the operational performance of precast and readymix concrete companies, the SCM strategy had a positive influence of 64, 9% of the operational performance of precast and readymix concrete companies through SCM practices.

Keywords : SCM Strategy, SCM Practice, Company Operational Performance, PLS