

ABSTRACT

This study examines the effect of supply chain management practices on competitive advantage and business performance (study in fishing and restaurant in Semarang Regency). The increase of tourism in Semarang Regency caused the increasing number in fishing and restaurants business. Results obtained from pre survey, the problem arose from this study is there is competition among the fishing and restaurant business in Semarang Regency. Besides that, this business are also showing the incremental in business performance through profit sales, customer, and also assets.

The population of this study are the owner of the fishing and restaurants business in Semarang Regency consist of 65 respondents. This study used census method and the data collection was done by distribute the questionnaires form to the respondents. Confirmatory Factor Analysis was used as the validity and reliability measurement. For the effect analysis, Partial Least Square (PLS) is used.

This study results in conclusions. First, there is a significant positive effect between strategic supplier partnership, customer relationship, and information sharing on competitive advantage. Second, there is a significant positive effect between strategic supplier partnership, information sharing, and competitive advantage on business performance. The theory implication from this study is that to enrich the theory of supply chain management practices (strategic supplier partnership, customer relationship, and information sharing), competitive advantage, and business performance. This study also gives managerial implication which is the owner of the businesses are able to enhance the competitive advantage and business performance through good relationship with customer, teamwork, deliberate the supplier in the business, trust and free in sharing the information, and also good response and service to the customer.

Keywords: business performance, competitive advantage, strategic supplier partnership, customer relationship, information sharing