

ABSTRACT

In a strict business competition, supply chain management become one of the most important factors to support business performance the company. This research aim to analyze the influence of supply chain management on business performance. Supply chain magement have three main concept, namely relationship with costumers, relationship with supplier, and internal linkage. In this research, internal linkage will be focused on human capital.

The object of this research is the study of traditional grosir snack and soft drink or non-supermarket which operating in Banyumas. The total sample in this study was 125 respondentand and the respondents must have been doing business for over a year. Data analysis using SEM (Structural Equation Modeling) and AMOS 22 as the processing tool.

The analysis result the costumer linkage among costumer have significant and positive effect on competitive advantage, linkage among supplier have have significant and positive effect on competitive advantage, and human capital have significant and positive effect on competitive advantage, also competitive advantage have significant and positive effect on business performance. The implication from this research is traditional grosir snack and soft drink can improve their business performance like omset, profit, costumer loyalty, product quality, product turnover with improving the supply chain management.

Keywords: Supply Chain Management, Competitive Advantage, Business Performance