

ABSTRACT

Batik SMEs is one of leading sectors that have an important role in Pekalongan City's economic growth. In producing and distributing best quality, cheap, and fast batik, batik SMEs certainly requires other parties such as, suppliers, distributors, retailers, until consumers. This thesis aims to analyze the influence of supply chain management on the performance of batik SMEs in Pekalongan using four independent variables of information sharing, trust, long-term relationship, and collaboration.

The object of this thesis is batik SMEs domiciled in Pekalongan. In this study, the number of samples used is 100 owners or managers batik SMEs in Pekalongan. The analytical method used is multiple regression analysis which is operated by using SPSS 23.

From the statistical analysis conducted, It is found that information sharing has a positive influence on supply chain management performance, trust has a positive effect on supply chain management performance, long-term relationship has a positive effect on supply chain management performance, and collaboration has a positive influence on supply chain management performance.

Keywords: *Information Sharing, Trust, Long-term Relationship, Collaboration, Supply Chain Management Performance*