

## ***ABSTRACT***

*This research was purposed to find out whether there is a significant effect of the supply chain management variable and competitive strategy variable toward corporate performance. Supply chain management variable was measured from three indicators, namely :1) strategic supplier partnership, 2) customer relationship, and 3) information sharing. Competitive strategy variable was measured from three indicators, namely : 1) delivery dependability, 2) product innovation, and 3) time to market. While corporate performance variable was measured from three indicators, namely :1) fulfillment, 2) inventory performance, and 3) responsiveness.*

*The data collection was performed with distributed questionnaires. The unit of research analysis was a business and contractor company in Surakarta. The sample respondents were 51 peoples, that is suppliers and costumers from PT. BINA MASYARAKAT WIRAUSAHA (PT. BMW). The analytical method that used to tested hypothesis was Multiple Linear Regression with SPSS version 22.0.*

*This results of research showed that supply chain management variable nothave a significant effect toward corporate performance. While competitive strategy variable have a significant effect toward corporate performance.*

*Keywords : supply chain management, competitive strategy, corporate performance*