

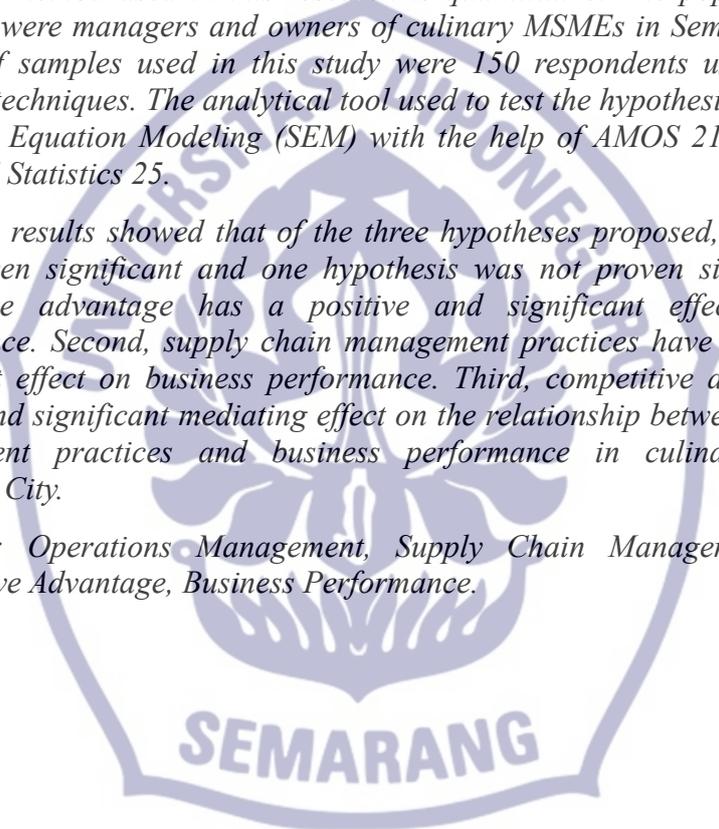
ABSTRACT

This study aims to analyze the effect of supply chain management practices and competitive advantage on business performance of studies on culinary MSMEs in Semarang City.

The method used in this research is quantitative. The population used in this study were managers and owners of culinary MSMEs in Semarang City. The number of samples used in this study were 150 respondents using probability sampling techniques. The analytical tool used to test the hypothesis in this study is Structural Equation Modeling (SEM) with the help of AMOS 21.0 software and IBM SPSS Statistics 25.

The results showed that of the three hypotheses proposed, two hypotheses were proven significant and one hypothesis was not proven significant. First, competitive advantage has a positive and significant effect on business performance. Second, supply chain management practices have no positive and significant effect on business performance. Third, competitive advantage has a positive and significant mediating effect on the relationship between supply chain management practices and business performance in culinary MSMEs in Semarang City.

Keywords: Operations Management, Supply Chain Management Practices, Competitive Advantage, Business Performance.



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