

ABSTRACT

Today's global business is no longer involved competition between companies, but companies cannot stand alone to fulfill their consumer needs. They must collaborate with others to support their business activities. Therefore, today's business competitions are accrued between supply chains. The network between these companies which interact each other to manage good or material flows from supplier to end consumer is called Supply Chain Management (SCM). SCM performance can influence the success of all parties which involved in this system and give companies the competitive advantage.

This research aims to test the influence of supply chain flexibility, supply chain integrity, customer responsiveness, and partnership quality toward the competitive advantage. This research expected to give the clear image of factors that can affect company's competitive advantage. Data were collected through questionnaire to 68 GELAEEL's Supermarket Citraland Semarang supplier as respondents. Respondents in this research are perishable product local suppliers. Then an analysis were made, such as validity and reliability test, classic assumption test, multiple regression analysis, hypothesis test, and R square test.

The result shows that data used in this research are valid and reliable, multicollinearity and heteroskedasticity are free, and also normal, so these data can be used as a data in this research. Based on regression calculation, shows a regression equation: $Y = 0,470X_1 + 0,215X_2 + 0,243X_3 + 0,235X_4$. Hypothesis test through t Test shows that supply chain flexibility, supply chain integrity, customer responsiveness, and partnership quality significantly affect the competitive advantage. F test result shows that these four independent variables simultaneously have a significant and positive impact to competitive advantage. The 0,545 R^2 value shows that 54,5% dependent variable was explained by these four independent variables, and the rest 45,5% was explained by other variables that not explained in this research.

Keywords: *supply chain flexibility, supply chain integrity, customer responsiveness, partnership quality*

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