

### **Intisari**

Penelitian ini bertujuan untuk menguji pengaruh praktik-praktik rantai pasokan terhadap kinerja rantai pasokan UKM Batik di Surakarta, Jawa Tengah. Praktik-praktik rantai pasokan merupakan faktor-faktor/aktivitas-aktivitas yang dilakukan untuk mendorong keefektifan rantai pasokan. Integrasi pemasok, integrasi internal, integrasi pelanggan, berbagi informasi, dan *postponement* merupakan faktor-faktor yang digunakan untuk menguji pengaruh terhadap kinerja rantai pasokan. Sampel penelitian berdasarkan survei menggunakan kuesioner yang didapat sebanyak 80 UKM Batik. Pengujian dilakukan dengan regresi linear berganda dengan menggunakan perangkat lunak SPSS.

Hasil penelitian menunjukkan bahwa secara keseluruhan praktik-praktik rantai pasokan berpengaruh terhadap kinerja rantai pasokan. Praktik integrasi internal dan berbagi informasi merupakan praktik yang berpengaruh positif dan signifikan terhadap kinerja rantai pasokan. Sementara itu, praktik integrasi pemasok dan integrasi pelanggan tidak berpengaruh pada kinerja rantai pasokan. Pada praktik *postponement* ditemukan hasil negatif yang menunjukkan bahwa *postponement* berpengaruh negatif dan signifikan terhadap kinerja rantai pasokan.

Kata kunci: Praktik-Praktik Rantai Pasokan, Kinerja Rantai Pasokan, Usaha Kecil Menengah (UKM), Batik

### *Abstract*

The objective of this study was to examine the effect of supply chain practices on supply chain performance of Small and Medium Enterprises Batik in Surakarta, Central Java. Supply chain practices are defined as the set of activities undertaken by an organization to promote effective management of its supply chain. Supplier integration, internal integration, customer integration, information sharing, and postponement were all factors that are used to examine the effect on the performance of the supply chain. The research sample was based on a questionnaire survey obtained by 80 SME Batik. Testing was done by multiple linear regression analyses using SPSS software.

The results showed that the overall supply chain practices affect the supply chain performance. The practice of internal integration and practice of information sharing were positively and significantly affecting the supply chain performance. Meanwhile, the practice of supplier integration and customer integration had no effect on the supply chain performance. In practice postponement was found several negative results indicate that the postponement was significantly and negatively affecting on the supply chain performance.

Keywords: Supply Chain Practices, Supply Chain Performance, Small and Medium Enterprises (SMEs), Batik