

**THE IMPACT OF SUPPLY CHAIN MANAGEMENT IN RUBBER SOLE
MANUFACTURE TOWARDS COMPETITIVE ADVANTAGE
A CASE STUDY OF PT. XYZ**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

The Impact of Supply Chain Management in Rubber Sole Manufacturer Towards Competitive Advantage (A Case Study of PT XYZ)

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With the impact of globalization, many companies have adapted their supply chain management practices in order to gain competitive advantage. In order to survive in this competing market, it is important to gain competitive advantage over its competitor. The purpose of this research are to find the most significant factors affecting supply chain management and to find whether supply chain management are applicable to gain competitive advantage in rubber sole manufacturer. There are also literature regarding supply chain management and competitive advantage. The study in this research is descriptive study and data that are gathered will be quantitative data. Primary data are gathered from survey through questionnaires to 30 respondent. Simple linear regression is used to find the relationship between supply chain management towards competitive advantage using SPSS version 23. Furthermore, it can be concluded that level of information sharing is the most significant factors for supply chain management and supply chain management does significantly affect competitive advantage. Recommendation also present for PT. XYZ in the future at the end of this research.

Keywords: Supply Chain Management, Competitive Advantage, Strategic supplier partnership, Customer relationship, Level of information sharing, Quality of information sharing, Postponement



DEDICATION

I dedicate this thesis to God, my family and the development of local businesses in
Indonesia.



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