

**Pengaruh *Supply Chain Management*, Promosi Terhadap Keunggulan Bersaing
Dan Kinerja Pemasaran
(Survei Pada Pelaku Usaha Florist Di Kawasan Rawa Belong, Jakarta Barat)**

Disusun Oleh

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Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh *Supply Chain Management* dan promosi terhadap keunggulan bersaing dan kinerja pemasaran. Populasi dalam penelitian ini adalah pelaku usaha florist di kawasan pasar bunga Rawabelong. Ukuran sampel diambil sebanyak 75 responden, dengan metode *probability sampling* khususnya *simple random sampling*. Pengumpulan data dilakukan melalui penyebaran kuisioner. Teknik analisis yang digunakan adalah metode analisis PLS (*Partial Least Square*). Hasil penelitian ini menunjukkan bahwa (1) *Supply Chain Management* berpengaruh terhadap kinerja pemasaran dengan nilai koefisien jalur sebesar 0,654. (2) promosi tidak berpengaruh terhadap kinerja pemasaran dengan nilai koefisien jalur sebesar 0,060 (3) keunggulan bersaing berpengaruh terhadap kinerja pemasaran dengan nilai koefisien jalur sebesar 0,302 (4) *Supply Chain Management* berpengaruh terhadap keunggulan bersaing dengan nilai koefisien jalur sebesar 0,575 dan (5) promosi tidak berpengaruh terhadap keunggulan bersaing dengan nilai koefisien jalur 0,167.

Kata Kunci: *Supply Chain Management*, promosi, keunggulan bersaing, kinerja pemasaran

***The Effects of Supply Chain Management, Promotion on Competitive Advantage and Marketing Performance
(Survey of Florist Businessmen in the Rawa Belong Area, West Jakarta)***

By

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Abstract

This research is a quantitative research that aims to determine the influence of Supply Chain Management and promotion of competitive advantage and marketing performance. The population in this study was a flower shop research in the Rawabelong flower market area. The sample size was taken as much as 75 respondents, with a probability sampling method specifically for simple random sampling. Data collection is done through questionnaire collection. The analysis technique used is the method of analysis PLS (Partial Least Square). The results of this study indicate that (1) Supply Chain Management has an effect on marketing performance with a path coefficient of 0.654. (2) promotion has not effect on marketing performance with a path coefficient of 0.060 (3) competitive advantage has an effect on marketing performance with a path coefficient value of 0.302 (4) Supply Chain Management has an effect on competitive advantage with a coefficient of 0.575 and (5) promotion has not effect on competitive advantage with the path coefficient value 0.167.

Keywords: Supply Chain Management, promotion, competitive advantage, marketing performance