

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh kinerja *supply chain management* yang terdiri dari *coordination, information sharing, long term relationship*, dan *integration process* efisiensi produksi di tvOne. Pengujian dalam penelitian ini menggunakan analisa regresi linear berganda. Sampel data dalam penelitian ini menggunakan responden dari tvOne.

Hasil penelitian menunjukan jika kinerja *supply chain management* dapat mempengaruhi secara signifikan efisiensi produksi di tvOne.

Kata kunci : *supply chain management, coordination, information sharing, long term relationship, integration process*, dan efisiensi produksi



ABSTRACT

The purpose of this study was to determine the effect of supply chain performance management consisting of coordination, information sharing, long term relationship, and the integration process in the production efficiency of tvOne. Testing in this study using multiple linear regression analysis. Sample data in this study using respondents from tvOne.

The results show if the performance of supply chain management can significantly affect production efficiency on tvOne.

Keywords: supply chain management, coordination, information sharing, long term relationship, process integration, and production efficiency

