

ABSTRACT

This study aimed to analyze the Influence of Supply Chain Management on Operational Organizational Performance in the Small and Medium Industry Batik in the Yogyakarta City.

The subjects in this study are the owners of Small and Medium Industry (SMIs) Batik in Yogyakarta City. In this study population of 165 respondents SMI Batik owners. Methods of data collection using questionnaires distributed to the owner or manager of SMIs Batik in Yogyakarta City which has been registered on the SMIs Department of Trade and Industry Cooperatives in Daerah Istimewa Yogyakarta of 2015. The analysis tool used is multiple linear regression with used SPSS version 15.0.

Based on the analysis that has been conducted shows that Supply Chain Management have significant effect on Its Operational Organizational Performance.

Keywords: Supply Chain Management, Operational Organizational Performance