

ABSTRACT

This research aims to examine The Influence of supply chain management on organizational performance through competitive advantage as an intervening variable. Data obtained by spreading questionnaires to respondents who are producers bakpia in Yogyakarta. Number of samples use 102 respondents using purposive sampling. Data analysis uses regression analysis and path analysis. The research proves that supply chain management has influence on competitive advantage, supply chain management has influence on organizational performance and competitive advantage has influence on organizational performance. Path analysis result explain that there's significant impact between SCM to organizational performance as an intervening variable in this research.

Keywords: Supply Chain Management, Competitive Advantage, Organizational Performance