

## ABSTRAK

*Supply chain management* merupakan suatu konsep yang menyangkut pola-pola pendistribusian produk secara optimal. Tujuan penelitian ini adalah Menganalisis pengaruh transportasi, lokasi dan ketersediaan produk terhadap kinerja *supply chain management*. Metode penelitian adalah penelitian kuantitatif, Metode pengumpulan data menggunakan metode survei melalui penyebaran kuesioner. Sampel yang digunakan sejumlah 30 kantor perwakilan. Pada penelitian ini yang menjadi variabel bebas (X) adalah Transportasi, Lokasi Pusat Distribusi, Ketersediaan Produk dan variabel terikat yaitu Kinerja SCM. Analisa data menggunakan analisa regresi linier berganda dengan olah data menggunakan SPSS. Versi 16,0. Berdasarkan hasil penelitian dapat disimpulkan beberapa hal, antara lain Transportasi berpengaruh positif dan signifikan terhadap Kinerja SCM Strategi lokasi pusat distribusi berpengaruh positif dan signifikan terhadap Kinerja SCM dan Ketersediaan produk di pusat distribusi berpengaruh positif dan signifikan terhadap Kinerja SCM.

**Kata Kunci** : Transportasi, Lokasi Pusat Distribusi, Ketersediaan Produk, SCM

## **ABSTRACT**

*Supply chain management is a concept patterns products to the distribution optimally. The purpose of this research is analyze influence transportation, the products on performance and the availability of supply chain management. This research using Quantitative research methodology, in a survey data collection method through the distribution of the questionnaire .The sample used some 30 a representative office .To research this is the variable (X) transportation, the location of the centre distribution , the availability of products and variable dependend the SCM performance .Data analysis using multiple linear regression analysis data using SPSS .16,0 version Based on the research, it can be concluded several things among others have had a positive impact and significant transportation on performance SCM strategy central locations have had a positive impact and significant distribution on performance scm and the increased availability of products at distribution and significant central have had a positive impact on performance SCM.*

*Keywords : Transportation, central locations, distribution products, the SCM*