

## ABSTRACT

Clothing line is a part of the textile industry that produces fashion designs such as clothes, shirts, etc. In addition, clothing lines have good market prospects, because clothing is a need that everyone needs to fulfill. The clothing line business will never stop, it's just that the trend is always changing with the times. Bandung is indeed famous for its fashionable clothing industry. Based on data from BPS West Java in 2015, 102 famous clothing lines in Bandung were recorded in the SME category. Clothing line is indeed a business field that has great opportunities in doing business, because many teenagers in Indonesia are looking for fashion brands to Bandung through online and even come directly to their store. One aspect that is still rarely studied in terms of increasing the competitiveness of SMEs, especially in the field of clothing lines is supply chain management. Like SMEs, they face a lot of hoard in practicing supply chain management.

In this study, a quantitative method is used which is supported by several variables in this study. There are four independent variables, namely Customer Relationship Management, Supplier Relationship Management, Goal Congruence and Information Sharing. Then there is the intervening variable, namely Supply Chain Performance and the dependent variable, namely Firm Performance. In this research, the data collection process is by distributing questionnaires to the Clothing Line in Bandung. Data analysis in this study used SmartPLS 3.0 software to obtain data results on the inner model and outer model, so that it can identify the root cause of a problem based on the phenomena raised in this study. The result of this research states that Customer Relationship is the most influential variable on Firm Performance. Therefore, the purpose of this study is to find out from the implementation of Supply Chain Management Practice on Supply Chain Performance and Firm Performance in the Bandung Clothing Line.

**Keywords: Clothing Line, Firm Performance, Supply Chain Practice, Supply Chain Managment.**