

## TABLE OF CONTENT

<b>APPROVAL PAGE</b> .....	iii
<b>STATEMENT PAGE</b> .....	iv
<b>PREFACE</b> .....	v
<b>ABSTRACT</b> .....	vii
<b>TABLE OF CONTENT</b> .....	viii
<b>LIST OF TABLE</b> .....	xi
<b>LIST OF FIGURE</b> .....	xii
<b>CHAPTER I</b> .....	1
<b>INTRODUCTION</b> .....	1
<b>1.1 Research Objective Overview</b> .....	1
<b>1.2 Research Background</b> .....	2
<b>1.3 Research Problem Statement</b> .....	10
<b>1.4 Research Question</b> .....	13
<b>1.5 Research Objective</b> .....	13
<b>1.6 Significant Research</b> .....	14
<b>1.6.1 Theoretical Significant</b> .....	14
<b>1.6.2 Practical Significant</b> .....	15
<b>1.7 Research Scope</b> .....	15
<b>CHAPTER II</b> .....	16
<b>LITERATURE REVIEW</b> .....	16
<b>2.1 Theory and Previous Research</b> .....	16
<b>2.1.1 Operation Management</b> .....	16
<b>2.1.2 Ten Strategic Operational Management Decisions</b> .....	16
<b>2.1.3 Supply Chain Management</b> .....	18

<b>2.1.4 Customer Relationship Management</b> .....	18
<b>2.1.5 Supplier Relationship Management</b> .....	19
<b>2.1.6 Goal Congruence</b> .....	20
<b>2.1.7 Information Sharing</b> .....	20
<b>2.1.8 Supply Chain Performance</b> .....	21
<b>2.1.9 Firm Performance</b> .....	22
<b>2.2 Previous Research</b> .....	23
<b>2.3 Research Framework</b> .....	35
<b>2.4 Research Hypothesis</b> .....	37
<b>CHAPTER III</b> .....	39
<b>RESEARCH METHODOLOGY</b> .....	39
<b>3.1 Research Type</b> .....	39
<b>3.2 Operational Variable</b> .....	40
<b>3.2.1 Variable</b> .....	40
<b>3.2.2 Definition of Operational</b> .....	40
<b>3.3 Research Stage</b> .....	44
<b>3.4 Measurement Scale</b> .....	46
<b>3.5 Population</b> .....	47
<b>3.6 Sampling</b> .....	48
<b>3.7 Data Type and Resource</b> .....	50
<b>3.7.1 Primary Data</b> .....	50
<b>3.7.2 Secondary Data</b> .....	50
<b>3.8 Validity and Reliability</b> .....	50
<b>3.8.1 Validity Test</b> .....	51
<b>3.8.2 Reliability Test</b> .....	52
<b>3.9 Data Analysis Technique</b> .....	53

<b>3.9.1 Structural Equation Modelling (SEM)</b> .....	54
<b>3.9.2 Partial Least Square</b> .....	55
<b>3.10 Hypothesis Testing</b> .....	62
<b>CHAPTER IV</b> .....	66
<b>RESEARCH RESULT AND DISCUSSION</b> .....	66
<b>4.1 Respondent Characteristics</b> .....	67
<b>4.1.1 Characteristics of Respondent by Year of Established</b> .....	67
<b>4.1.2 Characteristics of Respondent based on Gender</b> .....	67
<b>4.1.3 Characteristics of Respondent based on Age</b> .....	68
<b>4.1.4 Characteristics of Respondent based on Role in Business</b> .....	69
<b>4.1.5 Characteristics of Respondent based on Understanding of Supply Chain Management</b> .....	70
<b>4.1.6 Characteristics of Respondent based on Supply Chain Management Implementation</b> .....	70
<b>4.2 Research Result</b> .....	72
<b>4.2.1 Descriptive Analysis Result</b> .....	72
<b>4.2.2 Outer Model Testing</b> .....	86
<b>4.2.3 Inner Model Testing</b> .....	93
<b>4.3 Discussion of Research Result</b> .....	99
<b>4.3.1 Theoretical and Practical Implementations</b> .....	105
<b>CHAPTER V</b> .....	109
<b>CONCLUSION AND SUGGESTION</b> .....	109
<b>5.1 Conclusion</b> .....	109
<b>5.2 Suggestion</b> .....	111
<b>5.2.1 Suggestion for Clothing Line in Bandung</b> .....	111
<b>5.2.2 Suggestion for the Future of Research</b> .....	112
<b>REFERENCE</b> .....	113

**APPENDIX.....123**