

THE INFLUENCE OF SUPPLY CHAIN MANAGEMENT AND COMPETITIVE ADVANTAGE on COMPANY PERFORMANCE in AUTO2000 YASMIN BOGOR

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Background: The automotive industry is growing rapidly along with global economic growth and increasing people's purchasing power. Competition between automotive brands is increasingly fierce, operational efficiency and innovation are the keys to success. Supply chain management and competitive advantage are strategic factors in improving the Company's performance. Indonesia is still the largest automotive market in ASEAN with sales of 633,218 units (January–September 2024), although this is down 16.2% compared to 2023. Brands such as Toyota, Honda and Hyundai dominate the national market with different strategies in facing electrification and digitalization trends. Auto2000 Yasmin Bogor is an official Toyota main dealer that applies the one-stop service concept starting from sales, service, to providing spare parts. Even though it has an extensive service network, data for 2024 shows that the average sales target achievement is only 91.52% and service delivery is 93.79%, indicating that performance is not yet optimal. Pre-survey results also show that 56% of employees think that work processes are not yet efficient, 52% think that competitive advantage is still weak, and 51% say that supply chain management is not yet effective.

Purpose: This study aims to examine the influence of supply chain management and competitive advantage on company performance.

Methodology: Data were collected through a questionnaire, while data analysis was carried out using multiple linear regression with the assistance of SPSS version 27.0.1.

Finding: The results show that supply chain management has a positive and significant effect on company performance, and competitive advantage also has a positive and significant effect on company performance.

Limitation: This study was conducted only at Auto2000 Yasmin Bogor, so the results cannot be generalized to all Auto2000 branches or other automotive companies in Indonesia. The sample size is relatively small (75 respondents), which limits data variability and the ability to compare results across different business units. The data were collected through a questionnaire, making the results dependent on respondents' honesty, understanding, and subjective perceptions. The study focused only on three variables — supply chain management, competitive advantage, and company performance — without including other potential influencing factors such as innovation, service quality, leadership, or organizational culture. The research used a quantitative descriptive approach, which does not explore qualitative aspects such as organizational dynamics or managerial strategies that may affect performance outcomes.

Originality: This research provides originality by empirically examining the direct relationship between supply chain management, competitive advantage, and company performance in the context of the automotive service industry, specifically at Auto2000 Yasmin Bogor. Previous studies have largely focused on manufacturing firms or large-scale industries, while this study highlights the application of supply chain management within a service-oriented automotive dealership. The findings contribute to understanding how supply chain efficiency and competitive advantage can jointly enhance company performance in a highly competitive market environment.

Keywords: Supply Chain Management, Competitive Advantage, Company Performance.