

THE IMPACT OF INFORMATION INTEGRATION IN THE SUPPLY CHAIN ON FINANCIAL PERFORMANCE

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Abstract

Companies in Indonesia are still struggling to improve their intra- and inter-firm integration, and are still in the early stages of such integration. Therefore, this study is to measure and confirm the relation of horizontal information integration within a company's cross functional integration to vertical information integration of the company with their customers and suppliers, and how that affects customer satisfaction and financial performance. We used structural equation modeling (SEM) to investigate supplier and customer integration strategies using a sample of 90 manufacturing, distribution, and retail companies in Indonesia. The respondents from each company were limited to senior managers with functional areas of expertise and responsibility. The research was conducted through a survey questionnaire. The results of the study show 1) a positive direct relationship between integrated information and customer satisfaction, 2) a positive relationship between customer satisfaction and financial performance, and 3) a positive relationship from integrated information through to financial performance. The holistic implementation of information integration strategies in other developing countries can help companies to excel and gain measurable financial performances.

Keywords: Supply Chain Management; Supply Chain Integration; Customer Service Performance; Financial Performance; Structural Equation Modeling.

Abstrak

Perusahaan - perusahaan Indonesia tengah berupaya untuk meningkatkan integrasi *intra-* dan *inter-*perusahaan, dimana kebanyakan dari mereka masih berada pada tingkatan awal dari keseluruhan proses integrasi tersebut. Oleh karenanya, penelitian ini bertujuan untuk mengukur serta mengkonfirmasi hubungan integrasi informasi horisontal lintas departemen dalam perusahaan dengan integrasi informasi vertikal antara perusahaan dengan pelanggan dan pemasok, dan bagaimana hal tersebut mempengaruhi tingkat kepuasan pelanggan serta kinerja finansial. Peneliti mempergunakan metode *Structural Equation Modeling* (SEM) untuk menginvestigasi strategi integrasi antara pemasok dan pelanggan dengan mempergunakan sampel sebesar 90 perusahaan yang terdiri dari perusahaan manufaktur, distribusi, dan *retail* di Indonesia. Responden yang terpilih dari setiap perusahaan dibatasi pada tingkat *Senior Manager* dari berbagai bidang fungsional. Pengumpulan data dilakukan lewat metode survei dengan mempergunakan kuesioner. Hasil dari penelitian menunjukkan: 1) terdapat hubungan positif langsung antara integrasi informasi dan kepuasan pelanggan, 2) terdapat hubungan positif antara kepuasan pelanggan dan kinerja finansial, dan 3) terdapat hubungan positif dari integrasi informasi hingga kinerja finansial. Implementasi menyeluruh dari strategi integrasi informasi pada negara berkembang dapat membantu perusahaan untuk mengungguli pesaing dan memperoleh kinerja finansial yang terukur.

Kata Kunci: Manajemen Rantai Suplai; Integrasi Rantai Suplai; Kinerja Pelayanan Pelanggan; Kinerja Finansial; *Structural Equation Modeling*.

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