

ABSTRACT

The development of business in all industries in the city of Bandung makes competition difficult. One of them in the coffee shop in Bandung, to maintain the stability of the company requires a good aspect of supply chain management practice and competitive advantage as well as perfect supply chain performance to improve firm performance.

This study aims to test the factors that influence the model in research, namely the influence of the supply chain management practice on firm performance through competitive advantage and supply chain performance at the coffee shop in Bandung.

This study uses data from 171 respondents who worked at the coffee shop in Bandung. Using a questionnaire as the main data gathering tools, the survey items are convergent and discriminatory validity and to have a good reliability. To test the hypotheses, this research use SmartPLS 3.0 as a statistical software.

Keywords: Supply Chain Management Practice, Competitive Advantage, Supply Chain Performance and Firm Performance.