

Bab 5

Simpulan Dan Saran

5.1 Simpulan

Berdasarkan hasil pengujian hipotesis dan pembahasan, maka simpulan dari penelitian ini adalah sebagai berikut:

1. Hipotesis pertama yang diajukan dalam penelitian, yaitu: *supply chain management* berpengaruh terhadap keunggulan bersaing pada *distribution center* Indomaret, terbukti positif dan signifikan. Oleh karena itu, hipotesis tersebut diterima.
2. Hipotesis kedua yang diajukan dalam penelitian, yaitu: *Total quality management* berpengaruh terhadap keunggulan bersaing pada *distribution center* Indomaret, terbukti positif dan signifikan. Oleh karena itu, hipotesis tersebut diterima.
3. Hipotesis ketiga yang diajukan dalam penelitian, yaitu: *supply chain management* berpengaruh terhadap kinerja perusahaan pada *distribution center* Indomaret, terbukti positif dan signifikan. Oleh karena itu, hipotesis tersebut diterima.
4. Hipotesis keempat yang diajukan dalam penelitian, yaitu: *total quality management* berpengaruh terhadap kinerja perusahaan pada *distribution center* Indomaret, terbukti positif dan signifikan. Oleh karena itu, hipotesis tersebut diterima.
5. Hipotesis kelima yang diajukan dalam penelitian, yaitu: keunggulan bersaing berpengaruh terhadap kinerja perusahaan pada *distribution center* Indomaret, terbukti positif dan signifikan. Oleh karena itu, hipotesis tersebut diterima.
6. Hipotesis keenam yang diajukan dalam penelitian, yaitu: *supply chain management* berpengaruh terhadap kinerja perusahaan dengan keunggulan bersaing sebagai mediator pada *distribution center* Indomaret, terbukti positif dan signifikan. Oleh karena itu, hipotesis tersebut diterima.
7. Hipotesis ketujuh yang diajukan dalam penelitian, yaitu: *total quality management* berpengaruh terhadap kinerja perusahaan dengan keunggulan bersaing sebagai mediator pada *distribution center* Indomaret, terbukti positif dan signifikan. Oleh karena itu, hipotesis tersebut diterima.

5.2 Saran

5.2.1 Saran Akademis

Bagi akademis dan peneliti lainnya dimasa mendatang, penelitian ini bisa dijalankan sebagai bahan bacaan/rujukan jika ingin melakukan penelitian hal-hal yang mempengaruhi kinerja perusahaan dan keunggulan bersaing, misalnya kepemimpinan, praktik manajemen keuangan dan lain sebagainya, atau penelitian yang kurang lebih hampir sama dengan penelitian ini.

Selain itu para peneliti pada penelitian selanjutnya diharapkan bisa mengembangkan penelitian lebih luas dengan mengubah obyek penelitian pada perusahaan lain dalam industri sejenis ataupun industri yang berbeda.

5.2.2 Saran Praktis

1. Disarankan kepada pihak *distribution center* Indomaret agar dapat mempertahankan bahkan meningkatkan *supply chain management*. Dimana peningkatan *supply chain management* dapat dilakukan dengan cara lebih meningkatkan kualitas informasi yang diberikan, karena dalam penelitian ini dimensi kualitas informasi masih dianggap kurang.
2. Disarankan kepada pihak *distribution center* Indomaret agar dapat mempertahankan bahkan meningkatkan *total quality management*. Dimana peningkatan *total quality management* dapat dilakukan dengan cara lebih meningkatkan kepemimpinan yang diberikan, karena dalam penelitian ini dimensi kepemimpinan masih dianggap kurang.
3. Disarankan kepada pihak *distribution center* Indomaret agar dapat mempertahankan bahkan meningkatkan keunggulan bersaing. Dimana peningkatan keunggulan bersaing dapat dilakukan dengan cara lebih meningkatkan harga yang diberikan, karena dalam penelitian ini dimensi harga masih dianggap kurang.

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