

ABSTRACT

In the era of globalization, competition between companies has been increasing, many ways in which the managers of a company to create sales strategies with the goal of minimizing the cost and maximizing customer value. In this way the company will be known and get the attention of customers. Therefore, a company should have a good system performance. With a good system of corporate performance can be improved. One system that greatly affect the performance of the company is the supply chain management.

But what happened this time, companies often have difficulty in providing demand from customers in the form of motorcycle. So to find out the problems that occur that researchers evaluate the performance of supply chain management based on the perception of employees of PT. Thamrin Brothers.

Based on the data collection methods the authors used a questionnaire with a Likert scale questionnaire measurement. As for the methods of quantitative data analysis techniques with descriptive statistical approach. Variables critical component of supply chain management that are used include: Customer and supplier management, supply chain features, and speed Communication, Information sharing, Coherence, Geographical proximity, Organizational culture, Quality and service, and Operation and distribution. In this study the data is processed to determine the frequency, the average (mean), as well as the validity and reliability testing. While analysis tools used by using SPSS 17.0.

Keyword : Supply Chain Management, Employee Perception, Critical Component of Supply Chain Management