SUPPLY CHAIN PERFORMANCE AND BUSINESS SUSTAINABILITY
(Study at 212 Mart Batan Indah-Tangsel)

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ABSTRACT

The condition of economic development in Indonesia cannot be separated from the role of industry and MSMEs from various regions scattered throughout Indonesia. In the era of global competition, MSMEs face various obstacles such as difficulty in competing, difficulty in obtaining access to capital, inadequate marketing, lack of superior resources, lack of access to suppliers, emergence of new competitors, and no plans to deal with the unexpected. This issue belongs to supply chain management. As one of the MSME forums, the presence of the Sharia Cooperative 212, namely the National Primary Cooperative, was established by Muslim leaders to implement the spirit of Action 212 which is full of brotherhood and togetherness. This spirit is then manifested in efforts to make the Sharia Cooperative 212 as a forum for economic struggle to achieve the economic independence of the people. The purpose of this study was to determine the effect of information sharing, long-term relationships, and process integration on MSME supply chain performance and Business Sustainability. This study uses a survey method by distributing questionnaires, which are measured based on the expectations of business actors. The questionnaire used a Likert scale and Partial Least Square (PLS) analysis. The results of this study indicate that the long term relationship has a positive and significant effect on the performance of the MSME supply chain. Information sharing has a negative and significant effect on MSME supply chain performance. Process integration has a positive and significant impact on MSME supply chain performance. MSME supply chain performance has a positive and significant impact on Business Sustainability. Long term relationship significantly affects Business Sustainability through MSME supply chain performance. Information sharing does not significantly affect Business Sustainability through MSME supply chain performance. And Long term relationship has a significant effect on Business Sustainability through MSME supply chain performance.

INTRODUCTION

The supply chain management process is generally carried out starting from raw material procurement, collaborative planning, information dissemination, order delivery, order tracking, post-sales service, company performance measurement, to the development of the latest product. The activity process is carried out with the aim of ensuring that the fulfillment of consumer demand can be fulfilled, by integrating the movement of goods with related parties, ranging from suppliers, distributors, third party service providers, and consumers.

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The goal of supply chain management is to provide goods in the right way, what is meant is quantity, quality, place, time, conditions, customers, and costs (Rushton et al., 2010). Effective and efficient supply chain management will be able to increase competitive advantage in the company through company efficiency through production and distribution cost efficiency and product accuracy to the final consumer (Zaroni, 2017). Sofjan (2014) argues that the goal of supply chain management is to link all components of a supply chain, so that market demand can be met efficiently.

According to Pearce and Robinson (quoted by Ariani, 2013) every industry needs the right strategy to survive in the market, be able to face competition, threats, and market opportunities. Industry and business activities must be able to design and have a supply chain management strategy to be able to direct the course of the goals to be achieved in improving business performance, so that they can survive in the competition. Pujawan and Mahendrawati (2010) explain the importance of the role of all parties from suppliers, manufacturers, distributors, retailers, and customers in creating cheap, quality, and fast products. This is what gave birth to a new concept.

Several 212 Mart outlets have experienced business sustainability problems and even experienced store closures, but 212 Mart in Batan Indah Tangsel has continued to increase, therefore researchers want to examine the factors that affect supply chain performance as well as business sustainability.

Many factors can affect the performance of supply chain management in a company, including information sharing, long term relationships, cooperation, and process integration.

MSMEs including 212 mart cooperatives as part of retail business activities, hope the smooth operation of 212's business processes will stimulate the people's economy. spirit or motivator whose realization must be implemented. This implementation is measured by the real interest in developing the people's economy.

MSMEs as part of the suppliers at 212 Mart need a cooperative relationship with the store, can provide information to each other on developments and general market demand, have a long-term relationship for business sustainability and become part of building each other.

Supply chain performance that runs smoothly has an impact on business sustainability, this requires continuous monitoring and maintenance of supply chain performance.
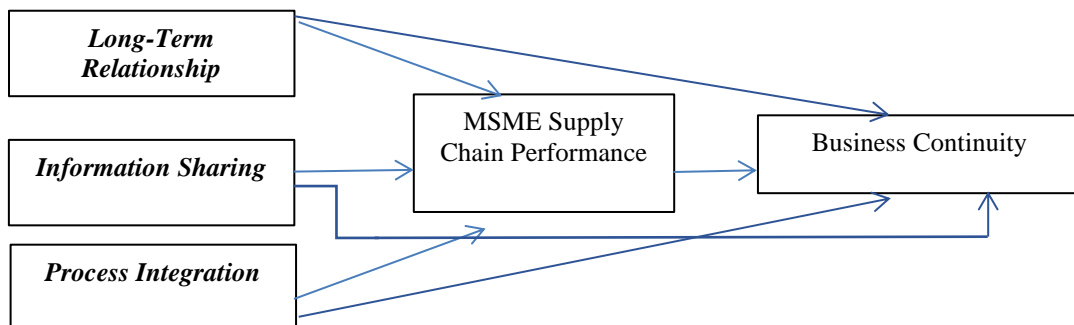
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Figure 1. Thinking Framework

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This research is included in research with survey method. Verificative analysis in this study uses statistical test equipment, namely the variance-based structural equation test or Partial Least Square (PLS) using SmartPLS 3.2.7 software.

RESULTS AND DISCUSSION
Model Analysis and Hypothesis Testing

This study analyzes the model using two evaluation model assessments, namely assessing the outer model or measurement model using the convergent validity test, discriminant validity, composite reliability, and the inner model or structural model.

Convergent Validity test is conducted to determine the validity of each relationship between the indicator and its latent construct or variable. Convergent validity is known through the loading factor value and the AVE value. Research is said to meet the convergent validity test if it has a loading factor above 0.700 and an AVE value greater than 0.5. Here are the test results based on the loading factor and AVE:

Table 1. Loading Factor Validity Test Results

Variable	Indikacor	Loading Factor	*Cut Off*	Information
Long term relationship (X1)	X1.1	0.742	0.7	Valid
	X1.2	0.824	0.7	Valid
	X1.3	0.813	0.7	Valid
	X1.4	0.759	0.7	Valid
	X1.5	0.847	0.7	Valid
Information sharing (X2)	X2.1	0.841	0.7	Valid
	X2.2	0.817	0.7	Valid
	X2.3	0.826	0.7	Valid
	X2.4	0.794	0.7	Valid
	X2.5	0.820	0.7	Valid
	X2.6	0.801	0.7	Valid
Process integration (X3)	X3.1	0.873	0.7	Valid
	X3.2	0.715	0.7	Valid
	X3.3	0.817	0.7	Valid
	X3.4	0.853	0.7	Valid
MSME supply chain performance (Y1)	Y1.1	0.867	0.7	Valid
	Y1.2	0.837	0.7	Valid
	Y1.3	0.764	0.7	Valid
	Y1.4	0.832	0.7	Valid
	Y1.5	0.761	0.7	Valid
	Y1.6	0.854	0.7	Valid
	Y1.7	0.754	0.7	Valid
Business Sustainability (Y2)	Y2.1	0.871	0.7	Valid
	Y2.2	0.771	0.7	Valid
	Y2.3	0.813	0.7	Valid
	Y2.4	0.768	0.7	Valid
	Y2.5	0.774	0.7	Valid
	Y2.6	0.796	0.7	Valid
	Y2.7	0.817	0.7	Valid

	Y2.8	0.824	0.7	Valid

Based on the table, it is known that the highest loading factor value is 0.873 (ie indicator X3.1 in the Process integration variable (X3)) while the lowest factor loading value is 0.715 (ie X3.2 indicator in the Process integration variable (X3)). Because all indicators have a factor loading value higher than 0.7, it is stated that all indicators are valid.

Discriminant Validity Test

Discriminant validity is calculated using the Fornell-Locker method and cross loading which aims to determine whether the construct has an adequate discriminant, namely the criteria for the loading value of the intended construct must be greater than the value of loading with other constructs. Thus, the indicator is declared valid in measuring the appropriate variable.

Table 2. Fornel-Locker

	Long term relationship (X1)	Information sharing (X2)	Process integration (X3)	MSME supply chain performance (Y1)	Business Sustainability (Y2)
Long term relationship (X1)	0.798				
Information sharing (X2)	0.586	0.816			
Process integration (X3)	0.675	0.519	0.817		
MSME supply chain performance (Y1)	0.649	0.360	0.692	0.811	
Business Sustainability (Y2)	0.796	0.623	0.795	0.804	0.805

*) the value listed in the diagonal direction is the root value of AVE

Based on the table above, it can be concluded as follows:
- The AVE root value for the Long term relationship variable (X1) is 0.798 while the highest correlation value of the Long term relationship variable (X1) is 0.796, namely the correlation of Long term relationship (X1) with Business Continuity (Y2).
- The AVE root value for the Information sharing variable (X2) is 0.816 while the highest correlation value of the Information sharing variable (X2) is 0.623, namely the correlation of Information sharing (X2) with Business Sustainability (Y2).
- The AVE root value for the Process integration variable (X3) is 0.817 while the highest correlation value for the Process integration variable (X3) is 0.795, namely the correlation between Process integration (X3) and Business Sustainability (Y2).
- The AVE root value for the MSME supply chain performance variable (Y1) is 0.811 while the highest correlation value of the MSME supply chain performance variable (Y1) is 0.804, namely the correlation between MSME supply chain performance (Y1) and Business Sustainability (Y2).

- The AVE root value for the Business Sustainability variable (Y2) is 0.805 while the highest correlation value of the Business Sustainability variable (Y2) is 0.804, namely the correlation of Business Sustainability (Y2) with Business Sustainability (Y2).

Table 3. Cross Loading Discriminant Validity Test Results

	X1	X2	X3	Y1	Y2	Max
X1.1	0.742	0.423	0.400	0.424	0.519	0.742
X1.2	0.824	0.517	0.536	0.560	0.683	0.824
X1.3	0.813	0.477	0.457	0.458	0.637	0.813
X1.4	0.759	0.434	0.590	0.491	0.635	0.759
X1.5	0.847	0.479	0.675	0.628	0.681	0.847
X2.1	0.510	0.841	0.457	0.224	0.558	0.841
X2.2	0.419	0.817	0.412	0.202	0.437	0.817
X2.3	0.482	0.826	0.403	0.377	0.513	0.826
X2.4	0.507	0.794	0.421	0.336	0.511	0.794
X2.5	0.449	0.820	0.455	0.322	0.504	0.820
X2.6	0.489	0.801	0.394	0.279	0.517	0.801
X3.1	0.538	0.333	0.873	0.636	0.623	0.873
X3.2	0.557	0.414	0.715	0.417	0.547	0.715
X3.3	0.550	0.435	0.817	0.584	0.663	0.817
X3.4	0.572	0.514	0.853	0.599	0.747	0.853
Y1.1	0.614	0.273	0.689	0.867	0.708	0.867
Y1.2	0.621	0.360	0.535	0.837	0.699	0.837
Y1.3	0.401	0.233	0.406	0.764	0.590	0.764
Y1.4	0.479	0.280	0.563	0.832	0.608	0.832
Y1.5	0.276	0.145	0.438	0.761	0.521	0.761
Y1.6	0.624	0.405	0.683	0.854	0.722	0.854
Y1.7	0.566	0.294	0.540	0.754	0.668	0.754
Y2.1	0.715	0.504	0.669	0.665	0.871	0.871
Y2.2	0.633	0.499	0.640	0.591	0.771	0.771
Y2.3	0.673	0.507	0.636	0.648	0.813	0.813
Y2.4	0.542	0.526	0.628	0.607	0.768	0.768
Y2.5	0.554	0.414	0.581	0.696	0.774	0.774
Y2.6	0.666	0.603	0.647	0.552	0.796	0.796
Y2.7	0.682	0.460	0.677	0.743	0.817	0.817
Y2.8	0.646	0.505	0.637	0.666	0.824	0.824

Based on the table, it can be seen that in the Long term relationship (X1) variable, the indicator X1.1 - X1.5 has a greater cross loading value on the variable than the cross loading value on other variables, so it is concluded that the Long term relationship (X1) variable meets discriminant validity conditions.

In the Information sharing variable (X2), the X2.1-X2.63 indicator has a greater cross loading value for the variable than the cross loading value for other variables, so it can be

concluded that the Information sharing variable (X2) meets the requirements of discriminant validity.

In the Process integration variable (X3), the X3.1-X3.4 indicator has a higher cross loading value for the variable than the cross loading value for the other variables, so it is concluded that the Process integration variable (X3) meets the discriminant validity requirements.

In the MSME supply chain performance variable (Y1), the Y1.1-Y1.7 indicator has a greater cross loading value for the variable than the cross loading value for other variables, so it is concluded that the MSME supply chain performance variable (Y1) meets the discriminant validity requirements.

In the Business Sustainability variable (Y2), the Y1.1-Y1.8 indicator has a greater cross loading value on the variable than the cross loading value on other variables, so it is concluded that the Business Sustainability variable (Y2) meets the requirements of discriminant validity. Reliability test can be done using Cronbach's alpha and composite reliability. The test criteria state that if the composite reliability is greater than 0.7 and Cronbach's alpha is greater than 0.6 then the construct is declared reliable.

Table 4. Reliability Test Results

	Cronbach's Alpha	Composite Reliability
Long term relationship (X1)	0.857	0.897
Information sharing (X2)	0.900	0.923
Process integration (X3)	0.832	0.888
MSME supply chain performance (Y1)	0.913	0.931
Business Sustainability(Y2)	0.922	0.936

Based on the table, it can be seen that each variable produces a Cronbach's alpha value greater than 0.6 and a composite reliability value greater than 0.7. Thus, based on the calculation of the value of Chronbach's alpha and the value of composite reliability, all dimensions are declared reliable in measuring the variables.

Evaluation of the inner model or structural model is a stage to evaluate the goodness of fit which includes R2 and hypothesis testing.

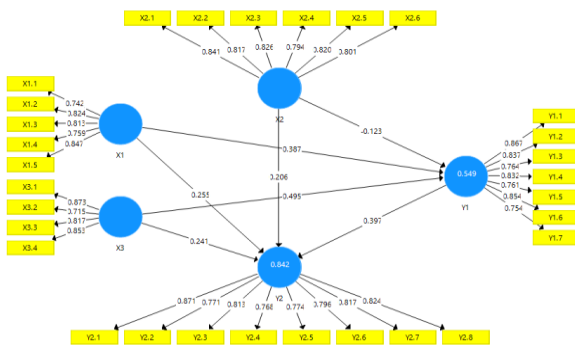The structural model of the research can be seen in the following figure:
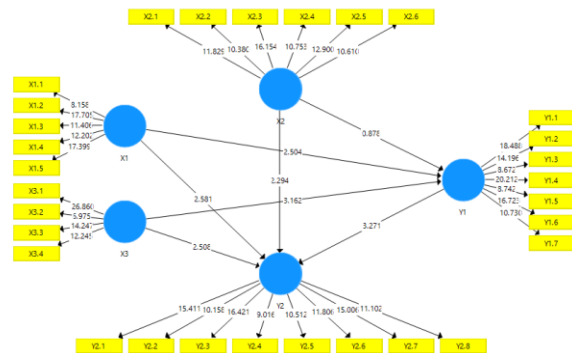

Figure 2. Standardized model

Figure 3. Model t-value

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Based on the picture above, the equation obtained is as follows:

MSME supply chain performance (Y1) = 0.387*Long term relationship (X1) - 0.123*Information sharing (X2) + 0.495*Process integration (X3), Errorvar= 0.441, R2 = 0.549

Business Continuity (Y2) = 0.255*Long term relationship (X1) + 0.206*Information sharing (X2) + 0.241*Process integration (X3), Errorvar = 0.158, R2 = 0.842

Based on these equations, it can be interpreted:

1. R2 value of MSME supply chain performance (Y1) is = 0.549, meaning that MSME supply chain performance (Y1) is influenced by Long term relationship (X1), Information sharing (X2), and Process integration (X3) variables of 54.9% while the rest is influenced by other factors that are not examined that is equal to 0.441 or 44.1%.

   The path coefficient of the Long term relationship (X1) is 0.387 with a positive direction, meaning a unidirectional relationship exists. If the Long term relationship (X1) increases by 1 unit, the MSME supply chain performance (Y1) will increase by 0.387.

   Information sharing path coefficient (X2) is -0.123 with a negative direction, meaning a non-unidirectional relationship exists. If Information sharing (X2) increases by 1 unit, the MSME supply chain performance (Y1) will decrease by 0.123.

   Process integration path coefficient (X3) is 0.495 with a positive direction, meaning a unidirectional relationship exists. If Process integration (X3) increases by 1 unit, the MSME supply chain performance (Y1) will increase by 0.495.

2. The value of R2 for Business Continuity (Y2) is 0.842, meaning that Business Continuity (Y2) is influenced by the variables Long term relationship (X1), Information sharing (X2), and Process integration (X3) by 84.2% while the rest is influenced by other factors not researched that is equal to 0.158 or 15.8%.

   The path coefficient of the Long term relationship (X1) is 0.255 with a positive direction, meaning a unidirectional relationship exists. If the Long term relationship (X1) increases by 1 unit then Business Continuity (Y2) will increase by 0.255.

   Information sharing path coefficient (X2) is 0.206 with a positive direction, meaning a unidirectional relationship exists. If Information sharing (X2) increases by 1 unit, Business Continuity (Y2) will increase by 0.206.

   Process integration path coefficient (X3) is 0.241 with a positive direction, meaning a unidirectional relationship exists. If Process integration (X3) increases by 1 unit, Business Continuity (Y2) will increase by 0.241.

   The coefficient of determination (R2) is used to determine the magnitude of the ability of endogenous variables to explain the diversity of exogenous variables or in other words to determine the magnitude of the contribution of exogenous variables to endogenous variables. This effect ranges from 0 to 1, with 1 representing complete predictive accuracy. Because various disciplines embrace R2, researchers must rely on a rule of thumb regarding acceptable R2, with prediction accuracy rates of 0.75 (substantial), 0.50 (moderate), and 0.25 (weak). Here are the results of the R2 analysis:

Table 5. The Result of Koefisien Determinasi (R^2)

	R Square	R Square Adjusted
Kinerja rantai pasok UMKM (Y1)	0.549	0.517
Keberlanjutan Bisnis (Y2)	0.842	0.827

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The table shows that:
- The R2 value of the MSME supply chain performance variable (Y1) is 0.549 (in the medium category), meaning that the MSME supply chain performance (Y1) is influenced by Long term relationship (X1), Information sharing (X2), and Process integration (X3) of 54.9% while the rest is influenced by other factors not examined in this study.
- The R2 value of the Business Continuity variable (Y2) is 0.842 (in the substantial category), meaning that Business Continuity (Y2) is influenced by Long term relationship (X1), Information sharing (X2), and Process integration (X3) of 84, 2% while the rest is influenced by other factors not examined in this study.

Bootstrapping Hypothesis Testing (Path Analysis)

Hypothesis testing is used to test whether there is an effect of exogenous variables on endogenous variables. The test criteria state that if the value of T-statistics T-table (1.96) or the value of P-Value < significant alpha 5% or 0.05, it is stated that there is a significant effect of exogenous variables on endogenous variables. The significance and model testing results can be seen through the following figures and tables.
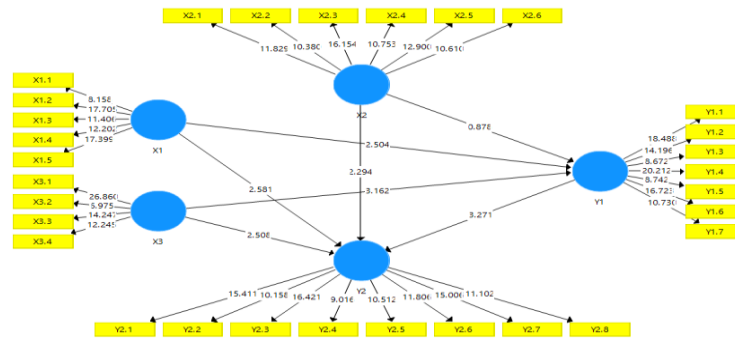

Figure 4. The Result of *Inner Model*

Hypothesis testing is used to test whether there is an effect of exogenous variables on endogenous variables. The test criteria state that if the value of T-statistics T-table (1.96) or the value of P-Value < significant alpha 5% or 0.05, it is stated that there is a significant effect of exogenous variables on endogenous variables. The results of the significance and model testing can be seen through the following figures and tables:

Table 6. Significance Testing

Relationship			Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Conclusion
Long term relationship (X1)	☐	MSME supply chain performance (Y1)	0.387	2.504	0.013	Significant
Information sharing (X2)	☐	MSME supply chain performance (Y1)	-0.123	0.878	0.380	Insignificant

Process integration (X3)	☐	MSME supply chain performance (Y1)	0.495	3.162	0.002	Significant
Long term relationship (X1)	☐	Business Continuity (Y2)	0.255	2.581	0.010	Significant
Information sharing (X2)	☐	Business Continuity (Y2)	0.206	2.294	0.022	Significant
Process integration (X3)	☐	Business Continuity (Y2)	0.241	2.508	0.012	Significant
MSME supply chain performance (Y1)	☐	Business Continuity (Y2)	0.397	3.271	0.001	Significant

1. H1: Long term relationship (X1) has an effect on MSME supply chain performance (Y1)
   The test results listed in the table above, the value of the path coefficient of the variable Long term relationship (X1) on MSME supply chain performance (Y1) is 0.387 in a positive direction. This means that there is a unidirectional relationship between Long term relationship (X1) and MSME supply chain performance (Y1), if Long term relationship (X1) increases, MSME supply chain performance (Y1) will increase. Its P-value is 0.013. Because the value is <0.5, it means that the long term relationship (X1) has a significant effect on the MSME supply chain performance (Y1).
2. H1: Information sharing (X2) affects MSME supply chain performance (Y1)
   The test results listed in the table above, the value of the path coefficient of the Information sharing variable (X2) on MSME supply chain performance (Y1) is -0.123 in a negative direction. This means that there is a unidirectional relationship between Information sharing (X2) and MSME supply chain performance (Y1), if Information sharing (X2) increases, MSME supply chain performance (Y1) will decrease. Its P-value is 0.380. Because the value is > 0.5, it means that Information sharing (X2) has no significant effect on MSME supply chain performance (Y1).
3. H3: Process integration (X3) affects MSME supply chain performance (Y1)
   The test results in the table above show that the path coefficient value of the Process integration variable (X3) on MSME supply chain performance (Y1) is 0.495 in a positive direction. This means that there is a unidirectional relationship between Process integration (X3) and MSME supply chain performance (Y1), if Process integration (X3) increases, MSME supply chain performance (Y1) will increase. The P-value is 0.002. Because the value is <0.5, it means that Process integration (X3) has a significant effect on MSME supply chain performance (Y1).
4. H4: Long term relationship (X1) has an effect on Business Sustainability (Y2)
   The test results in the table above show that the path coefficient value of the Long term relationship variable (X1) to Business Continuity (Y2) is 0.255 in a positive direction. This means that there is a unidirectional relationship between Long term relationship (X1) and Business Continuity (Y2), if Long term relationship (X1) increases, Business Continuity (Y2) will increase. Its P-value is 0.010. Because the value <0.5 means that the Long term relationship (X1) has a significant effect on Business Continuity (Y2).

5. H5: Information sharing (X2) affects Business Sustainability (Y2)

   The test results in the table above show that the path coefficient value of the Information sharing variable (X2) on Business Sustainability (Y2) is 0.206 in a positive direction. This means that there is a unidirectional relationship between Information sharing (X2) and Business Sustainability (Y2), if Information sharing (X2) increases, Business Sustainability (Y2) will increase. Its P-value is 0.022. Because the value <0.5 means that Information sharing (X2) has a significant effect on Business Sustainability (Y2).

6. H6: Process integration (X3) affects Business Sustainability (Y2)

   The test results in the table above show that the path coefficient value of the Process integration variable (X3) towards Business Sustainability (Y2) is 0.241 in a positive direction. This means that there is a unidirectional relationship between Process integration (X3) and Business Sustainability (Y2), if Process integration (X3) increases, Business Sustainability (Y2) will increase. Its P-value is 0.012. Because the value is <0.5, it means that Process integration (X3) has a significant effect on Business Sustainability (Y2).

7. H7: MSME supply chain performance (Y1) has an effect on Business Sustainability (Y2)

   The test results in the table above show that the path coefficient value of the MSME supply chain performance variable (Y1) on Business Sustainability (Y2) is 0.397 in a positive direction. This means that there is a unidirectional relationship between MSME supply chain performance (Y1) and Business Sustainability (Y2), if MSME supply chain performance (Y1) increases, Business Sustainability (Y2) will increase. Its P-value is 0.001. Because the value is <0.5, it means that MSME supply chain performance (Y1) has a significant effect on Business Sustainability (Y2).

To test the indirect relationship to Business Sustainability (Y2) through MSME supply chain performance (Y1) can be seen in the following table:

Relationship			Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Conclusion
Long term relationship (X1)	MSME supply chain performance (Y1)	Business Continuity (Y2)	0.154	2.038	0.042	Significant
Information sharing (X2)	MSME supply chain performance (Y1)	Business Continuity (Y2)	-0.049	0.804	0.422	Insignificant
Process integration (X3)	MSME supply chain performance (Y1)	Business Continuity (Y2)	0.197	2.115	0.035	Significant

8. H8: Long term relationship (X1) has an effect on Business Sustainability (Y2) through MSME supply chain performance (Y1)

   The test results listed in the table above, the path coefficient value of the variable Long term relationship (X1) on Business Sustainability (Y2) through MSME supply chain

performance (Y1) is 0.154 with a positive direction. This means that there is a unidirectional relationship between Long term relationship (X1) and Business Sustainability (Y2) through MSME supply chain performance (Y1), if Long term relationship (X1) increases, Business Continuity (Y2) will increase. Its P-value is 0.042. Because the value is <0.5, it means that the long term relationship (X1) has a significant effect on Business Sustainability (Y2) through MSME supply chain performance (Y1).

9. H9: Information sharing (X2) has an effect on Business Sustainability (Y2) through MSME supply chain performance (Y1)

   The test results listed in the table above, the path coefficient value of the Information sharing variable (X2) on Business Sustainability (Y2) through MSME supply chain performance (Y1) is 0.049 in a negative direction. This means that there is a unidirectional relationship between Information sharing (X2) and Business Sustainability (Y2) through MSME supply chain performance (Y1), if Information sharing (X2) increases, Business Sustainability (Y2) will decrease. Its P-value is 0.422. Because the value is > 0.5, it means that Information sharing (X2) has no significant effect on Business Sustainability (Y2) through MSME supply chain performance (Y1).

10. H10: Long term relationship (X1) has an effect on Business Sustainability (Y2) through MSME supply chain performance (Y1)

    The test results listed in the table above, the path coefficient value of the variable Long term relationship (X1) on Business Sustainability (Y2) through MSME supply chain performance (Y1) is 0.197 in a positive direction. This means that there is a unidirectional relationship between Long term relationship (X1) and Business Sustainability (Y2) through MSME supply chain performance (Y1), if Long term relationship (X1) increases, Business Continuity (Y2) will increase. The P-value is 0.035. Because the value is <0.5, it means that the long term relationship (X1) has a significant effect on Business Sustainability (Y2) through MSME supply chain performance (Y1).

Discussion

Long term relationship affects MSME supply chain performance

Long term relationship or long term relationship as a perception of mutual trust, commitment, and dependence on production activities for a long period of time, means that between 212 marts with partners or suppliers and consumers this activity is very necessary for business sustainability. Good cooperation and mutual trust between supply chain ranks from suppliers to loyal consumers, especially members of 212 mart, are necessary. The higher the cooperation and mutual trust, the better the supply chain performance.

The cooperation of 212 mart Batan Indah with partners/suppliers is very good, considering that most of the suppliers are members of cooperatives, this is also a factor in maintaining long-term relationships. Likewise, the majority of consumers are Batan Indah residents who always need daily necessities to shop at 212 marts.

Supply Chain Performance And Business Sustainability (Study at 212 Mart Batan Indah-Tangsel)

Information sharing has a negative effect on MSME supply chain performance.

Information sharing is a way for supply chain members to obtain, maintain, and convey the information needed to ensure effective decision making, and is a factor that can strengthen the elements of overall collaboration.

Based on information and interviews with 212 mart officers and several suppliers, Information sharing has not been optimal/not continuously implemented at 212 marts. The condition of information sharing is low but performance continues as usual, this can also be due to each one working according to routines, this also shows that supplier innovation has not been built or some information inputs have not been received properly, a lot of information is still considered disturbing routines production. Likewise, from consumers there is still not much diversity in demand, so what is available at 212 marts is acceptable.

The diversity of suppliers at 212 marts is large and varied, so that there is enough product diversity available. The store is also open to MSMEs who want to become suppliers/suppliers.

Process integration has a significant effect on MSME supply chain performance.

The supply chain management strategy with the application of a system that integrates between buyers and suppliers in the company is a strategic choice to be able to compete and produce optimal company performance. 212 marts can carry out this strategy by coordinating between suppliers and consumers for business sustainability.

Long term relationship has a significant effect on Business Sustainability.

Long-term relationship is a relationship between the company and its suppliers and consumers, both in the context of products and relationships with each other because they have an interdependence relationship and provide mutual benefits in the long term. This has a positive influence on the sustainability of the 212 mart business and is recognized and felt by suppliers, 212 marts and consumers.

Information sharing has a significant effect on Business Sustainability.

Based on the previous statement that Information sharing is a way for supply chain members to obtain, maintain, and convey the information needed to ensure effective decision making, and is a factor that can strengthen the elements of collaboration as a whole. This condition is realized and felt by suppliers/SME suppliers of 212 marts, shops and consumers can make business sustainability maintained. Everyone needs information about the business they are doing.

Process integration has a significant effect on Business Sustainability.

Integration strategy is a process that businesses can use to increase competitiveness, efficiency, or market share by expanding market share. This can include supply, distribution, or competition. Integration is an essential tool in building a competitive and sustainable business. Businesses can use various integration strategies to increase their influence in supply and distribution or reduce competition.

212 mart performs forward and backward integration processes or to suppliers and consumers. By aligning consumer needs 212 mart conveys to suppliers. Suppliers have a community on social media that is coordinated by the head/person in charge of the supplier, this further maintains the sustainability of 212 mart's business.

Supply Chain Performance And Business Sustainability (Study at 212 Mart Batan Indah-Tangsel)

The performance of the MSME supply chain significantly affects Business Sustainability.

Supply chain performance can ensure the availability of raw materials, smooth product operations, including during a pandemic, this will affect business continuity. Business actors can also do careful planning and preparation by minimizing the frequency of purchases by increasing the order quantity of an item, reducing the cost of ordering. 212 marts experienced delays in the supply of goods, so they immediately took decisions for independent management in the supply chain, supported by the number of MSMEs as suppliers that could replace some basic needs originating from MSMEs.

Long term relationship significantly affects Business Sustainability through MSME supply chain performance

Maintaining good relations with consumers is one way that business owners do so that buyers can repurchase the products offered.

Long term relationship is an effort made by companies to retain their customers. One strategy that needs to be done to retain customers is to improve the relationship quality between the business or company and the customer. The condition of aii will increase business sustainability, which of course comes from good supply chain performance.

Companies that can maintain good relations with customers and suppliers will certainly find it easier to maintain business continuity. 212 mart Batan Indah is greatly helped by loyal customers and members, as well as loyal suppliers, so that the management is separated from the central management due to frequent supply delays. So supply chain self-management/good supply chain performance can improve the business sustainability of 212 marts.

Information sharing does not significantly affect Business Sustainability through MSME supply chain performance

The performance of the 212 mart supply chain is good and the supply chain performance is good too, but with information sharing it does not have a positive effect, this shows that each MSME supplier focuses on its production. Suppliers are very varied and many, have met the needs of consumers. The openness of 212 marts to members and suppliers provides room for the diversity of products available at 212 marts.

The Integration Process has a significant effect on Business Sustainability through MSME supply chain performance

The union of suppliers, distributors and consumers brings business sustainability for the long term. The integration process can accurately forecast customer demand allowing for more sustainable fact-based decisions.

CONCLUSION

Based on the results of the analysis and interpretation of the data that has been collected, it can be concluded as follows:
1. Long term relationship positively and significantly impacts MSME supply chain performance.
2. Information sharing negatively and significantly affects MSME supply chain performance.
3. Process integration positively and significantly impacts MSME supply chain performance.

4. MSME supply chain performance positively and significantly impacts Business Sustainability.
5. Long term relationship significantly affects Business Sustainability through MSME supply chain performance.
6. Information sharing does not significantly affect Business Sustainability through MSME supply chain performance.
7. Long term relationship significantly affects Business Sustainability through MSME supply chain performance.
8. Long term relationship significantly affects Business Sustainability through MSME supply chain performance.
9. Information sharing does not significantly affect Business Sustainability through MSME supply chain performance.
10. The Integration Process has a significant effect on Business Sustainability through MSME supply chain performance

Recommendation

1. 212 Mart needs to maintain a long term relationship, process integration so that the performance of the MSME supply chain continues to be good and has business sustainability
2. Information sharing needs to be studied further regarding the quality of information submitted to suppliers/SMEs.
3. Supply chain performance needs to be maintained to maintain business sustainability.

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