

## ANALYSIS OF THE INFLUENCE OF SUPPLY CHAIN PERFORMANCE & CONSUMER ASSESSMENT ON THE COMPETITIVENESS OF MIE GACOOAN MSMES

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### Abstract

To be successful in the competition, Mie Gacoan must be able to efficiently provide products to customers, with better service and quality in satisfying the needs of its customers, in meeting these needs the company must have good performance. Customers play a very important role in knowing how much the performance of the Mie Gacoan supply chain is in providing the Gacoan Spicy Mie that customers need where a smooth supply with good quality will produce good processed products if performance continues to be improved. This study was conducted with the aim of analyzing the Effect of Supply Chain Performance & Consumer Assessment on the Competitiveness of Mie Gacoan MSMEs. From the results of the t-test and F-test, it was found that Supply Chain & Assessment simultaneously and partially had a significant effect on the Competitiveness of Mie Gacoan. From the descriptive analysis of the Supply Chain obtained the lowest average score, namely the lowest average score of 4.39 which was in the statement that Mie Gacoan Products are famous for their very spicy Noodle menu compared to other MSMEs or restaurants. To improve the lowest score, Mie Gacoan can release innovations or the latest Spicy Noodle variants from the Mie Gacoan product, and provide other spicy flavor variants to consumers so that consumers are more interested in buying and using products from Mie Gacoan.

**Keywords:** *Supply Chain Management, Consumer Assessment, Competitiveness*

### INTRODUCTION

The MSME business selling processed Wet Noodles is growing rapidly, with new cafes and restaurants opening, as well as stores opening in other areas. One restaurant that has grown rapidly recently is Mie Gacoan, a fast-growing restaurant on the island of Java. Mie Gacoan is one of the MSME restaurants that is currently growing. Since its first establishment in 2016, Mie Gacoan has continued to grow from year to year. With its franchise system, the number of its outlets continues to grow. By 2021, the number of outlets had reached 54 stores spread across several major cities in Indonesia. Throughout its development, Mie Gacoan has not escaped the level of fierce competition, which is increasingly demanding Mie Gacoan implement the right competitive strategy to win the competition in the MSME industry. In order to succeed in the competition, Mie Gacoan must be able to efficiently provide products to customers, with better service and quality in satisfying the needs of its customers, in fulfilling these needs the company must have good performance so that it will determine success in the competition because of the creation of customer satisfaction with the performance of Mie Gacoan in providing the Spicy Mie Gacoan requested by each consumer. Burhanuddin, page 99 [1]

The performance of the Gacoan Noodles supply chain is a performance provided by the supplier to the needs of Gacoan Noodles in fulfilling the desires or requests of customers for their Spicy Noodle orders so that it is important for Gacoan Noodles to provide the best for its customers in order to create customer satisfaction. Customers play a very important role in knowing how much the Gacoan Noodles supply chain performs in providing the Gacoan Noodles Spicy that customers need where a smooth supply with good quality will produce good processed products if performance continues to be improved by providing the Gacoan Noodles Spicy orders that customers need so that noodles originating from suppliers must be able to be provided by suppliers in a fast time, the right amount, and with good quality at an appropriate price so that the performance of the Gacoan Noodles UMKM Restaurant in managing

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the supply can be assessed well by the customers themselves so that the customer's assessment is able to provide positive feedback to Gacoan Noodles in improving the performance of the Gacoan Noodles supply chain in order to create overall value and gain an advantage in competing with its competitor's UMKM Restaurant. Burhanuddin, p. 99 [1]. From the explanation above, this research was conducted with the aim of: "Analysis of the Influence of Supply Chain Performance & Consumer Assessment on the Competitiveness of Mie Gacoan MSMEs"

## THEORETICAL BASIS

### 2.1 Supply Chain

According to Beamon, Supply Chain is an integrated process in which raw materials are subjected to a manufacturing process to become a final product, then sent to consumers (either through distribution, retail, or both). Beamon in **Irnaningtyas, DRA (2014). [2]**. According to Schroeder, the supply chain is a series of business processes and information that provide products and services from suppliers to companies and distribute them to consumers. Schroeder in **Putra, YK (2022).[3]**. Meanwhile, P. Tyagi argues that, Supply chain is a system in which organizations distribute their manufactured goods and services to their customers. This chain is also a network or network of various interconnected organizations that have the same goal, namely to organize the acquisition and distribution of these goods as best as possible. P. Tyagi in **Sutoni, A et.al (2021)[4]**

### 2.2 Supply Chain Management

According to Beamon, Supply Chain Management (SCM) is the management of the flow of materials, information, and funds associated with all processes involved in moving a product or service from producer to end consumer. Beamon in **Irnaningtyas, DRA (2014). [2]**. Meanwhile, according to Heizer & Render, Supply Chain Management is the management of procurement activities for goods and services, their transformation into semi-finished goods and final products, and their delivery through the distribution system. Heizer and Render in **Herda, S., & Setyawan, A. (2017)[5]**.

### 2.3 Consumer Assessment

According to Parasuraman, consumer assessment includes service quality through the level of service received (perceived service) to the level of service expected (expected service). According to Parasuraman, consumer assessment is the process by which consumers evaluate their experience in using a product or service. This assessment includes consumer perceptions of the quality of the service or product, their satisfaction, and the tendency to extend use or repurchase from the company. Parasuraman, p. 115 [6]. Meanwhile, according to Kotler, consumer value is the value delivered to customers regarding the difference between the total value received by customers and the total cost to customers is the range of benefits that customers expect from goods and services. Kotler, p. 43 [7]. Meanwhile, Fandy Tjiptono's opinion states that consumer assessment is the difference between customer benefits and total costs. The overall benefits consist of functional, psychological and experiential benefits. Although the total price includes financial costs, time costs, energy costs and psychological costs. Fandy Tjiptono, p. 43 [8]

### 2.4 Competitiveness

According to Michael Porter, competitiveness is the ability of a company or country to achieve excellence in a particular industry or sector by creating higher value for customers compared to its competitors. Michael A. Porter in **Mohamad, R., & Niode, IY (2020)[9]**. Competitiveness is the ability to produce goods and services in accordance with international standards and at the same time maintain high and sustainable income levels or the ability of a region to generate income and employment opportunities while simultaneously being open to external competition. Anonymous in **Mohamad, R., & Niode, IY (2020)[9]**. Meanwhile, according to Mudrajad Kuncoro, competitiveness is defined as a company, industry, region, country or inter-region that produces income factors and labor factors that are relatively higher and sustainable in facing international competition. Mudrajad Kuncoro in **Noviyanti, S., & AP, M.(2020) [10]**.

## **RESEARCH METHODS**

### **Research methods**

This study uses an associative research method. The associative research method is research that aims to determine the influence or relationship between two or more variables. Sugiyono, page 11 [11].

### **Research Variables**

According to Sugiyono, research variables are basically anything in any form that is determined by the researcher to be studied so that information about it can be obtained and then conclusions can be drawn. Sugiyono, page 38 [11].

The variables used are as follows:

#### **Independent Variable**

The independent variable is a variable that influences or causes changes or the emergence of the dependent variable (bound), Sugiyono, p. 39 [1]. In this study, the independent variable is the Supply Chain (X1) and the next variable is the Consumer Assessment variable (X2).

#### **Dependent Variable**

The dependent variable is a variable that is influenced or that is the result of the independent variable. Sugiyono, page 39 [12] In this study, the dependent variable is Competitiveness (Y)

#### **Sampling Techniques**

Sampling technique is a sampling technique to determine the sample to be used in research. Sugiyono, p. 81 [11]. In this study, the researcher used the Purposive Sampling Technique which is part of Non Probability Sampling, namely a sampling technique that does not provide equal opportunities/opportunities for each element or member of the population to be selected as a sample. Sugiyono, p. 84 [12]. The criteria for the sample here are consumers of Mie Gacoan in Indonesia. For sampling in this study, the author determined a sample/respondent consisting of 255 consumers of Mie Gacoan in Indonesia.

#### **Data analysis**

In this study, data processing analysis was used with:

Instrument testing, namely validity and reliability testing

Regression Test / Hypothesis Test, namely t Test and F Test

## **DATA ANALYSIS & DISCUSSION**

Respondent Profile in this study, there were 66.3 females and 33.7 males. In this study, there were 2 respondents aged <17 years, 82 respondents aged 17-25 years, 7 respondents aged > 25-35 years, and 9 respondents aged > 35 years. In this study, there were 57% of respondents who worked as students, 8% as entrepreneurs, 20% as private employees, 1% as civil servants, and 14% as others.

## **DATA ANALYSIS**

### **Validity & Reliability Test**

From the results of the Supply Chain questionnaire validity test above, r was obtained for 4 Supply Chain statement items greater than r-table with N = 255 and a 5% error rate of 0.138. So in this study it means that all items in the instrument meet the requirements and can be said to be valid. From the results of the Supply Chain questionnaire reliability test above, with 4 statements about Supply Chain performance having an r-count of 0.814 greater than r-table with N = 255 and a 5% error rate of 0.138. So all Supply Chain Performance statements are declared reliable. From the results of the Consumer Assessment questionnaire validity test above, r was obtained for 4 statement items greater than t-table with N = 255 and a 5% error rate of 0.138. So in this study it means that all items in the instrument meet the requirements and can be said to be valid. From the results of the reliability test of the consumer assessment questionnaire above, with 5 statements about Consumer Assessment having an r count of 0.887 greater than the r-table with N = 255 and a 5% error rate of 0.138. So all Consumer Assessment statements are declared reliable. From the results of the validity test of the Competitiveness questionnaire above, r for 3 Supply Chain statement items is greater than the r-table with N = 255 and a 5% error rate of 0.138. So in this study it means that all items in the instrument meet the requirements and can be said to be valid. From the results of the reliability test of the Competitiveness questionnaire above, with 3 statements about Competitiveness having an r count of 0.956

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greater than the r-table with N = 255 and a 5% error rate of 0.138. So all Competitiveness statements are declared reliable.

**Hypothesis Testing**

**TABLE 1: REGRESSION TEST  
Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,531	.899		5,038	.000
	Supply Chain	.281	.045	.359	6,248	.000
	Consumer Rating	.181	.036	.290	5,051	.000

a. Dependent Variable: Competitiveness

Based on the table above, a partial test can be carried out.

The calculated t value of b1 is 6.248 and the t table value with the number n = 255 with a significance level of 5% is 3.18. So the calculated t value is 6.248 > t table 1.645 then Ha is accepted, which means that the Supply Chain partially has a significant effect on the Competitiveness of Mie Gacoan. The calculated t value of b2 is 5.051 and the t table value with the number n = 255 with a significance level of 5% is 1.645. So the calculated t value is 5.051 > t table 1.645 then Ha is accepted, which means that Consumer Assessment partially has a significant effect on the Competitiveness of Mie Gacoan. The results of the t Statistical Test can be seen in Table 1. The same thing is obtained by the calculated F of 52.482 > the value of the F table with degrees of freedom (nk-1) = 252 (n is the number of respondents, k is the number of independent variables) with a significance level of 5% then the F table is obtained at 3.03 then Ha is accepted which means that Supply Chain and Consumer Assessment simultaneously have a significant effect on the Competitiveness of Mie Gacoan.

**DISCUSSION**

Based on the research that has been presented in the discussion above, that the Influence of Supply Chain on Competitiveness in Mie Gacoan produces a significant positive influence, this is in accordance with previous research by Dwi Retnoningsih, Moch. Muslich Mustadjab, Nuhfil Hanani, Grace Tsai in the study of Apple Juice SMEs in Batu City which stated that the results stated a significant positive, even though it was good, it would be better to improve the supply chain by Improving the quality of products or services can be done by improving the production process, improving the quality of raw materials or product components, and improving service to customers, this makes consumers will be satisfied to buy at Mie Gacoan, so that they can win competitiveness with competitors. While the relationship for Consumer Assessment of Competitiveness also has a significant effect, this is in accordance with previous research by Qonita Zahida, and Catur Endah Sulistiyoningrum in the study of Analysis of Consumer Assessment of the Performance of Online Transportation Services in Increasing Competitiveness in the Digital Era, although the research has been significant, consumer assessment should be improved again by providing quality products or services such as competitive prices, Quality products or services will make consumers feel satisfied and prefer the products or services provided compared to products or services provided by competitors. This can make consumers always visit the Mie Gacoan outlet and win Competitiveness by other competitors.

## **CONCLUSION**

Based on discussion above, then writer can interesting research conclusions as follows:

1. From the results of the f test, the calculated f value of  $b_1$  52.482 > f table 3.03 was obtained, so  $H_a$  was accepted, which means that Supply Chain & Assessment simultaneously had a significant effect on the Competitiveness of Mie Gacoan.
2. From the results of the t-test, the calculated t-value of  $b_2$  is 5.051 and the t-table value with a total of  $n = 255$  with a significance level of 5% is 1.645. So the calculated t-value is  $5.051 > t$ -table 1.645, so  $H_a$  is accepted, which means that Consumer Assessment partially has a significant effect on the Competitiveness of Mie Gacoan.
3. From the descriptive analysis of Supply Chain, the lowest average score was obtained, namely the lowest average score of 4.39, which was in the statement "Mie Gacoan products are famous for their very spicy noodle menu compared to other MSMEs or restaurants." To improve the lowest score, Mie Gacoan can issue innovations or the latest Spicy Noodle variants from Mie Gacoan products, and provide other spicy flavor variants to consumers so that consumers are more interested in buying and using products from Mie Gacoan.
4. From the descriptive analysis of Consumer Assessment, the lowest average score is 4.39 which is in the statement "When used continuously, Mie Gacoan is safe to use because it uses ingredients that have been registered with BPOM" which means that respondents agree that the quality of the spicy taste of the noodles should be improved for consumers. To improve the lowest score, the company can

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