ABSTRACT

Ayu Wulandari, title : "Implementation of Software Application Store Management System (SMS) as a Decision Support Manager in Setting Up Supply Chain Management (SCM) Policy in McDonalds". Under guidance of Prof. Dr. Umi Narimawati, Dra., SE., M.Si.

Software Store Management System (SMS) is a software that is used by McDonalds. This software is used by managers in business process activities that occur within the company. This software provides information about which products based on such information the management can make a decision relating to the supply of product to be sold by McDonalds. The purpose of this study is to be able to influence software mengatahui Store Management System (SMS) as a decision support in setting policy manager Supply Chain Management (SCM) at McDonalds.

The method used in this study is descriptive and verifikatif with quantitative approach. To know the implementation of the Software Store Management System (SMS) is currently underway at McDonalds Bandung, it can be seen from the Context Diagram (DK) and Data Flow Diagrams (DFD). Data collection techniques using observation techniques, interviews, and questionnaires. Quantitative statistical analysis using Pearson Product Moment Correlation analysis, Regression Testing, Coefficient of Determination, and the F test to test the hypothesis with the help of SPSS 15.0 For Windows applications.

Software implementation of research results Store Management System (SMS) at McDonalds as a whole that the application of the implementation of the Software Store Management System (SMS) at McDonalds Bandung City as a whole is included in the criteria cukup.Hasil analysis showed a high level of closeness / close, which means the better Software Store Management System (SMS) is implemented, it will increase the manager's decision and policy making Supply Chain Management (SCM). The biggest influence in policy-shaping Supply Chain Management (SCM) on the decision support manager, so that its implementation Software Store Management System (SMS) must be accompanied by the manager's decision so as to Supply Chain Management (SCM) with well established policies.

Keywords : software Store Management System (SMS), Manager Decision Support, Supply Chain Management (SCM).