

## **ABSTRACT**

This study examines the effects of supply chain management practices, knowledge management, and market orientation on company performance through competitive advantage (Studies in the fashion industry in the city of Semarang). Data from the City of Semarang BPS (2018) which shows that the processing industry which contains one of the fashion industries to be the largest sector as a contributor to the gross regional domestic product (PDRB) of the City of Semarang, needs to be investigated further due to the industry's vital income generation The city and also the number of businesses according to data from the UMKM Departement amounting to more than 300 business units make competition in this industry difficult to avoid, it certainly poses a threat to the company's performance of several businesses that do not have advantages compared to its competitors.

The purpose of this study was to analyze the effect of supply chain management practice variables, knowledge management, and market orientation on company performance through competitive advantage as a mediating variable. This study uses samples from small and medium-sized businesses engaged in fashion in Semarang, which is represented by the owner or manager of the business. The purposive sampling method was used in this study as a method of data collection, and 127 questionnaire forms were collected from respondents. The analysis technique used to analyze the data that has been obtained is the Structural Equation Model (SEM) technique using the AMOS application.

The results of hypothesis testing found several conclusions in this study. The first is a positive and significant influence between supply chain management practices, supply chain management and market orientation towards competitive advantage. Second, there is a positive and significant influence between management knowledge and orientation on company performance.

**Keywords:** company performance, competitive advantage, supply chain management practices, knowledge management, market orientation.