

ABSTRACT

**ANALYSIS INFLUENCE OF TRANSFORMATIONAL LEADERSHIP AND
ORGANIZATION CULTURAL IN DEEP THE IMPLEMENTATION OF SUPPLY
CHAIN MANAGEMENT AND ITS IMPACT ON THE COMPANY
PERFORMANCE
IN PUBLIC COMPANY BULOG DIVISION REGIONAL JAWA BARAT**

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The problem of scarcity of rice, the high price of rice sold in the market and others are no longer a problem strange to be heard, but every year the government has its own budget for subsidized rice for Indonesian population. Over time some of the issues arising in connection with the Company Bulog, such as the problems in the supply chain of rice where the emerging problems of delay in the distribution of rice Raskin in areas targeted recipients rice Raskin, this poses a problem in the distribution of rice in the form of accumulation of rice and vacancy supply of rice at another warehouse. If things continue like that happens, it can cause damage both to farmers, consumers and all parties involved in the rice supply chain system.

This is compounded by the system that applied Bulog in finding partners who will work with Bulog, which requires that these farmers have their own mill.

In this study, analysis, statistical verification is used Structural Equation Model (SEM). SEM analysis is a multivariate data analysis technique that combines path analysis with factor analysis. Based on the overall exposure analysis statistical calculations on the descriptive analysis of research data, it can be the result that the Transformational Leadership obtain an average value of 4.07 so that in the continuum line in the high category, Organizational Culture obtain an average value of 4.21 so that the inside continuum line included in the category of very high, Supply Chain Management to get an average value of 4.20 so that the continuum line in the high category, and Corporate performance obtain an average value of 4.17 so that in the continuum line included in the high category.

Keywords: *Transformational Leadership, Organizational Culture, Supply Chain Management, Corporate Performance*