ABSTRACTION

BULOG trip begins at the time of the establishment of Bulog on May 10, 1967 based on the decision of the presidium of the cabinet 114 / U / Kep / 5/1967, with the ultimate goal to secure the food supply in order to establish the existence of a new government. Subsequently revised by Decree No. 39 of 1969 dated January 21, 1969 with the principal task of stabilizing the price of rice, and then revised again through Presidential Decree No. 39 in 1987, which is intended to meet the task of Bulog in order to support the development of multi-commodity food commodities. The next change is done through Presidential Decree No. 103 1993 extending Bulog responsibilities include coordinating the development of food and improving the nutritional quality of food, that is, when the Head of Bulog is held by the Minister of State for Food.

Judging from the Operational Inventory Rice Sub Regional Division Jabar from year to year, inventory is controlled in a stable condition, starting from the year 2011 with the number of 583,282,557,20 Kg, this means that in the conditions of absorption or income from business partners Bulog less this was due to some factors, including facto weather like rain or a long dry season, to meet kebuthannya, then take stock of the subregion that have surplus stock, sedangakn for the year 2012 with the number of 820,825,179,45 Kg, meaning that in this year's influx of rice from Bulog partners in conditions ideal, due to insufficient stock for the next 3 months the following year, resulting in 2013 revenues of rice from partners Bulog ideal or sufficient, while for 2014, revenue of rice from partners Bulog bit risky or safe, but for the provision of the first 3 months 2015 is reduced, so that the needs of Bulog in 2015 on the added amount.

This poses a problem in the distribution of rice in the form of accumulation of rice or rice supply vacancy 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. The focus of this research is to design a performance measurement framework in the rice supply chain that includes multiple stakeholders involved include farmers, traders and consumers. So from the draft performance measures can later be known how well the elements of the supply chain can be improved rice and effectiveness to improve stakeholder satisfaction.

Departing from the background of the problems noted above, the authors formulate the problem as follows, How does Transformational Leadership, Integrated Quality Management Implementation and Application Supply chain management, as well as on the company's performance in West Java Bulog. How big is the influence of Transformational Leadership, Integrated Quality Management Implementation and Application of Supply Chain manejemen either Partial or simultaneously on Bulog West Java. How much influence Transformational Leadership and Implementation of Integrated Quality Management on Corporate Performance on Bulog West Java. How Big influence Transformational Leadership and the Integrated Quality Management on Corporate Performance through Application of Supply Chain Management.

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.

Transformational Leadership ($\xi 1$) and Total Quality Management ($\xi 2$) that influence simultaneously on Company Performance ($\eta 2$) through Supply Chain Management ($\eta 1$), the results of the calculations have been done then the correlation values of 0.611 and the results of $F \geq Ftabel$ (39.033 ≥ 2.651) so that H0 is rejected, it indicates that the exogenous variables, Transformational Leadership ($\xi 1$), Total Quality Management ($\xi 2$), and Supply Chain Management ($\eta 1$) jointly have a significant effect on the dependent variable Company performance ($\eta 2$) of 0.611 .and third contribution to company performance 91.2%.