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Abstract
With the liberalization of world trade, globalization, and emergence of new markets, many organizations have customers and competitors throughout the world, either directly or indirectly. Business communities are aware that international competitiveness is the key to the success of a business. Competitiveness is the ability to produce, distribute and provide products and services for the open market in competition with others.
Effective procurement can reduce costs and add value to an organization by enhancing overall competitiveness. Procurement activities can be leveraged into a holistic approach to the supply chain management. More and more organizations must increasingly depend on effective supply chains, or networks, to successfully compete in the global markets and networked economy. By including the environmental factor surrounding the organization and the increase of the divers and uncertain demand on the wide market, a strategic fit of the supply chain should be designed and selected to apply in the real practice of the organization. As for push-pull integrated strategy which is one of the supply chain strategies, it is also selected by some firms to practice in their businesses in order to achieve the best results instead of choosing other strategies. In this research, as well as the push-pull integrated supply chain strategy is picked out to do research but in the terms of information system perspective with high customer satisfaction while information flow is the lifeblood of the company (Bill, 2001). Information flow can make the company to obtain the most out of its people and to learn from its customers. For example, information flow about what the customers think about the products of the company, what the problems the customers want the company to fix, what new features the customers want the company to add, what problems the partners have in coordinating with the company, where and why the competitors are winning business from the company, and what new markets are appearing that the company should enter.
Therefore, all of those information flows above will be gained by the company along through the information extent and intensity in the supply chain of the company. In addition, this research, based on the information flow, has the objectives to identify the impact of the push-pull integrated strategy, to determine the structure of information flow of the company, and to find out whether only push-pull integrated strategy in the supply chain is enough or not in the real business practice of a company. The method of doing this research borrowed the method of “degree of supply chain coupling” of previous researchers by adding one more factor which is the competitor in the previous formulas. The study used 2 companies, Intel and Shawl and Local Handicraft which implement the push-pull integrated strategy. Firstly, the research found that the main impact of push-pull integrated

strategy in the information flow from customers to suppliers, which is the vertical dimension, is the demand information flow. The second finding of the research is that a company does not use only one strategy in the competitive environmental business. There is more than one strategy in a company. The company can use other strategies along with push-pull integrated strategy in the chain, especially partnership strategy with competitors and/or supplier-managed inventories. However, the result from research discovered that there has no demand information that is flowed between the firm and its competitors.
Keywords: Supply chain management, push-pull integrated strategy, and information sharing
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