p-ISSN 1410-5659 e-ISSN 2621-5144
Published by:
Unpad Press

Jurnal Ilmu Ternak Universitas Padjadjaran, July 2025, 25(2):181-192
DOI: 10.24198/jit.v25i2.61500
Available online at http://jurnal.unpad.ac.id/jurnalilmuternak

THE EFFECT OF INFORMATION SHARING AND QUALITY ON INCREASING CONSUMER SATISFACTION AT GARUT FIGHTING SHEEP FARMERS IN GARUT REGENCY

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Abstract
The farming of fighting-type Garut sheep is thriving in West Java, Indonesia, particularly in Garut Regency, highlighting the need to analyze factors such as information sharing, information quality, supply chain management (SCM) implementation, and productivity to enhance customer satisfaction. This study assesses the impact of information sharing and quality on SCM implementation, performance, efficiency, and effectiveness to boost productivity and customer satisfaction. This study was conducted in five districts of Garut Regency, and the research utilized a survey method with 129 respondents selected through proportional random sampling. Results indicated that while information sharing had no significant effect, information quality positively influenced SCM implementation. SCM implementation significantly affected productivity, while productivity and information quality had a positive but insignificant effect on customer satisfaction.
Keywords: information sharing, information quality, SCM implementation, productivity, customer satisfaction

PENGARUH INFORMATION SHARING DAN QUALITY TERHADAP PENINGKATAN KEPUASAN KONSUMEN PADA PETERNAK DOMBA GARUT TIPE TANGKAS DI KABUPATEN GARUT

Abstrak
Budidaya domba Garut tipe tangkas berkembang pesat di Jawa Barat, Indonesia, khususnya di Kabupaten Garut, yang menyoroti perlunya menganalisis faktor-faktor seperti berbagi information sharing, information quality, implementasi supply chain management (SCM), dan produktivitas untuk meningkatkan kepuasan konsumen. Studi ini menilai dampak information sharing dan information quality terhadap implementasi SCM, kinerja, efisiensi, dan efektivitas untuk meningkatkan produktivitas dan kepuasan konsumen. Studi ini dilakukan di lima kecamatan di Kabupaten Garut, penelitian ini menggunakan metode survei dengan 129 responden yang dipilih melalui proportional random sampling. Hasil menunjukkan bahwa sementara berbagi informasi tidak memiliki efek yang signifikan, kualitas informasi memengaruhi implementasi SCM secara positif. Implementasi SCM secara signifikan memengaruhi produktivitas, sementara produktivitas dan kualitas informasi memiliki efek positif tetapi tidak signifikan terhadap kepuasan pelanggan.
Kata kunci: ***information sharing, information quality, implementasi SCM, produktivitas, kepuasan konsumen***

INTRODUCTION

Supply Chain Management (SCM) plays a crucial role in the agricultural sector, particularly in smallholder livestock farming, where efficient management of resources and processes can significantly enhance productivity and profitability. Effective SCM practices enable smallholder farmers to optimize their operations, reduce costs, and improve the quality of their products, ultimately leading to better market access and increased income (Kumar et al., 2020). In the context of smallholder livestock farming, SCM can facilitate better coordination among various stakeholders, including suppliers, producers, and consumers, thereby enhancing the overall sustainability of the agricultural supply chain (Mena et al., 2019). Despite the recognized importance of SCM in this sector, there remains a notable gap in understanding how specific

SCM practices impact the performance and resilience of smallholder livestock farmers, particularly in developing regions.

The livestock sector in Indonesia contributed 3.71% to the Gross Domestic Product (GDP) in 2023, highlighting its significant role in the national economy and its contribution to economic growth (Directorate General of Animal Husbandry and Animal Health, 2024). West Java is among the provinces with the highest sheep population, totaling 12,272,435 heads in 2021, which accounts for 69% of the national sheep population (Central Bureau of Statistics, 2021). However, the sheep population in West Java saw a decrease of 0.47% in 2022 compared to the previous year (Central Bureau of Statistics, 2022). Garut sheep, a local breed recognized for its unique characteristics, is maintained by the agricultural community in Garut Regency and has spread throughout West Java. This breed is classified into fighting and meat types with distinct genetic traits (Adiati & Rusdiana, 2022).

Garut sheep possess high economic potential, making them a superior commodity for breeders in Garut Regency (Garut District Government, 2017). The ideal ownership level for Garut sheep is between 20 to 50 heads per farmer; however, many farmers own fewer than 10 heads (Gumelar, 2022). This low ownership level is attributed to conventional and individualized rearing practices, which limit communication and collaboration among farmers (Gumelar, 2022). The accuracy of information significantly affects the efficiency of SCM, as the flow of information can impact supply chain operations (Han et al., 2017). Information sharing and information quality are critical in facilitating effective communication among Garut sheep farmers, particularly regarding market dynamics and consumer needs (Kankam et al., 2023).

This study aims to test and analyze the effects of information sharing and information quality on the implementation of supply chain management and the impact of SCM implementation and information sharing on productivity. Additionally, the study aims to explore how SCM implementation, productivity, and information quality collectively influence customer satisfaction. Understanding these relationships is essential for enhancing the performance and resilience of smallholder livestock farmers, ultimately contributing to the sustainability and growth of the livestock sector in Indonesia.

MATERIALS AND METHODS

This study employed a quantitative approach, utilizing descriptive and inferential statistical analyses. The research data were obtained through interviews, focusing on key variables including information quality, information sharing, supply chain management (SCM) implementation, productivity, and customer satisfaction.

Research Location and Collecting Data

This study was conducted in Garut Regency, West Java Province, because this regency is the genetic source of Garut sheep. There are five sub-districts selected by purposive sampling because the local government designates the sub-district as a pure Garut sheep producing area and should not be entered by other sheep breeds, such as Leles, Banyuresmi, Tarogong Kidul, Tarogong Kaler, and Cilawu.

The data collected consisted of primary and secondary data. Primary data was gathered from face-to-face interviews with individuals involved with supply chain performance as research respondents through questionnaires. Secondary data is gathered from earlier studies and data from the Garut Regency Fisheries and Livestock Service Office, the Garut Regency Central Bureau of Statistics, and other related agencies.

Number of Respondents

This research was conducted from August to September 2024 in Garut Regency, West Java. Determination of the number of samples was carried out using the proportional random sampling technique and distributed to each sub-district. Respondents from each group were selected using random sampling. The total population of Garut sheep farmers across five selected districts was 190. Based on Slovin's formula, a sample size of 129 farmers was determined. This sample was then proportionally distributed across the sub-districts: 18 respondents from Banyuresmi, 24 from Cilawu, 20 from Leles, 61 from Tarogong Kaler, and 5 from Tarogong Kidul.

Variable Operation

Research variables are features, properties, or values of individuals, objects, or activities that have certain variations chosen by researchers to study and draw conclusions.

Data Analysis

The data was analyzed using the Structural Equation Modeling (SEM) analysis model with the help of a computer program, the SPSS Amos 26 program. Two types of statistics are used for data analysis in research: descriptive and inferential. Descriptive statistical analysis provides an overview of data, including the average value (mean), variance, maximum, minimum, sum, average, range, kurtosis, and skewness (Ghozali, 2018).

Inferential statistical analysis, which allows for the generalization of sample data results to a population (Sugiyono, 2019), was conducted using the SPSS Amos 26 tool. Following the steps outlined by Hair et al. (2010), researchers developed a theoretical model, created a path diagram, converted it into equations, selected an input matrix, estimated the model, identified potential issues, and evaluated goodness of fit criteria. Structural Equation Modeling (SEM) was chosen as the primary analysis method because it can simultaneously analyze multiple relationships among observed and latent variables, making it particularly beneficial in social sciences and management research. SEM effectively examines complex interdependencies, including direct and indirect effects. This is essential in supply chain management research where information sharing, information quality, and SCM implementation influence productivity and customer satisfaction.

Table 1. Variable Operation

No.	Variables	Definition	Dimensions	Scale	Code
1.	Information sharing	Information sharing refers to the act of exchanging high-quality information or knowledge between partners working together as a whole in the supply chain (Diem Le et al., 2021).	Pre- production Post-harvest Connectivity	Ordinal	IS_1 IS_2 IS_3 IS_4
2.	Information quality	Information quality is defined as the extent to which information exchanged between the focal organization and its major suppliers is characterized by accuracy, relevance, timeliness and added value (Wiengarten 2010).	Acurate Timely Reliable	Ordinal	IQ_1 IQ_2 IQ_3 IQ_4
3.	Supply Chain Management	Supply chain is a network of cooperation between companies to produce and distribute a product to end consumers (Pujawan & Mahendrawati, 2017)	OFCT Join Improve Production	Ordinal	SCM_1 SCM_2 SCM_3
4.	Productivity	Productivity is a comparison between the results achieved with the participation of workers per unit of time, the participation of workers here is the use of resources and is effective and efficient (Sutrisno, 2017).	Improve results Work Spirit Self-development	Ordinal	PV_1 PV_2 PV_3
5.	Consumer Satisfaction	Consumer satisfaction represents a psychological response to the difference between perceived expectations and direct experience before and after using a product or service (Rachmawati & Agus, 2020).	Timeliness Order condition Operational	Ordinal	CS_1 CS_2 CS_3

RESULTS AND DISCUSSION

Overview of Research Sites

Garut Regency, located in the southern part of West Java Province, covers an area of 306,519 hectares and comprises 42 sub-districts, 21 urban villages, and 403 rural villages. Geographically, it lies between 6°56'49" to 7°45'00" South Latitude and 107°25'8" East Longitude. As a major center of sheep production in West Java, sheep farming is widespread across the region. Garut Regency is also recognized for its strong livestock potential, with sheep being one of its leading livestock commodities.

Sheep farming is one of the well-known economic activities in Garut Regency. Sheep farming has been conducted for a long time by livestock farmers in rural areas that are spread across all sub-districts in Garut Regency, either as a leading business or as a side business combined with farming. The existing livestock business in Garut Regency can make a real contribution to community welfare in utilising natural resources. Sheep in Garut Regency are generally kept traditionally, functioning as people's savings, a source of fertiliser, a source of daily income, and a pet. The large land area and many agricultural fields and paddy fields make the sheep rearing system carried out intensively by cut and carry.

Characteristics of Research Respondents

The characteristics of the Garut sheep breeder research respondents analyzed were gender, age, and education level. Table 2 shows the profile of Garut sheep breeder respondents in Garut Regency.

Gender has a positive and significant effect on labour productivity. Workers of the male gender generally have more productivity than women (Hasanah et al, 2022). This is consistent with the fact that the male work participation rate is consistently higher than the female work participation rate because men are typically the primary providers for their families and are therefore more selective in selecting occupations that align with their goals in terms of pay and status than female workers (Ukkas, 2017). Since men typically provide most of the family's income, almost all men who have reached working age are engaged in economic activity (Ukkas, 2017).

The research results show that the majority of Garut sheep breeders of the agile type are of productive age, namely 15-64 years. The average sheep supply chain actor works at a productive age of 46.2 years (Wibowo et al., 2016). Age affects a person's productivity at work, which physically still has excellent potential to produce goods or services. A productive age can earn more income than someone in the non-productive category (Gusti et al., 2021).

The majority of the education level of sheep supply chain actors is at the elementary level (Wibowo et al., 2016). The level of education does not directly affect livestock sales business income, namely, livestock business income does not increase or decrease when the level of education is high or low, because it depends more on the experience traders possess (Eskatectona et al., 2021). The level of education owned by farmers is expected to influence their mindset and reasoning power because a high level of education can direct farmers to act rationally to run their farms (Pinem, 2021).

Table 2. Characteristics of Research Respondents

Characteristics	Description	Frequency	%
Gender	Male	129	100
	Women	0	0
Age	<15	0	0
	15 - 64	124	96,1
	>64	5	3,9
Education Level	Primary School	56	43,4
	Junior High School	29	22,5
	Senior High School	41	31,8
	Undergraduate	3	2,3

Validity and Reliability Test

The validity test was conducted to determine the validity and reliability of the questionnaire on each indicator by comparing the *corrected item* value with the *total correlation* using the r table value with an *Alpha* (α) level of 0.05. The results of the validity test in this study are as follows.

The reliability test was carried out to measure the consistency and reliability of statements made together on all items or question items in the research questionnaire. The questionnaire is declared reliable or consistent if the *Cronbach's Alpha* (α) value is > 0.60. Meanwhile, the questionnaire is declared unreliable or inconsistent if the *Cronbach's Alpha* (α) value < 0.60.

The reliability test results using *Cronbach's Alpha* in SPSS 26 in Figure 1 show that the *Cronbach's Alpha* value is 0.755 for 17 data points, so the other data is reliable because it is >0.60. So that the research data obtained 17 statement items consisting of 4 *information sharing* statement items, 4 *information quality* statement items, 3 *supply chain management* statement items, 3 productivity statement items and 3 statement items from customer satisfaction. The data have been tested through reliability and validity tests and declared feasible and eligible for the following analysis stage.

SEM Assumption Testing

The assumption of normality of univariate and multivariate data can be done by observing the critical value of the test results of the assessment of normality from the AMOS program. Value outside the ring $-2.58 \leq SR \leq 2.58$ at a significant level of 0.01, can be categorized as abnormal data distribution; therefore, cases that do not meet these assumptions are not included in further analysis. The univariate results obtained for the variables show that normality is met.

The calculation results from the table above show that many variables have a critical ratio (CR) skewness value outside the range ±2.58. Univariate data is not normally distributed, with a skewness ratio found in all variables, so to get data with a normal distribution, outliers can be evaluated by looking for data that deviates far from other data. It is hoped that acquiring this outlier value can eliminate extreme data that causes the data to become abnormal. Multivariate normality analysis in AMOS 26 uses the critical ratio (CR) criterion of multivariate to kurtosis. If the CR value is in the range between ± 2.58, it means that the multivariate data is normally distributed (Haryono, 2017).

Estimation of Complete Model Parameter Values

The output results in Figure 2 of the complete initial model show that the model was categorized as unfit because the GFI value is 0.739 < 0.90 and the chi-square value is 255.688. The final model was obtained after evaluating outliers and improving them with modification indices. The outcome of the output image below indicates that the chi-square value has decreased from 255.688 to 109.010, but the p-value = 0. The chi-square criterion indicated that the model was not fit, but using other criteria, such as GFI 0.901 (> 0.90), RMSEA 0.072 (0.05- 0.08), AGFI = 0.921 (> 0.90), and TLI = 0.918 (> 0.90), shows that the model is fit. The subsequent step involves parameter estimation to determine whether the hypothesis proposed in this study is supported. Suppose any of the Goodness of Fit criteria are met. In that case, employing 4-5 GOF criteria is deemed adequate for evaluating a model's feasibility, as long as each GOF criterion, such as Absolute Fit Indices, Incremental Fit Indices, and Parsimony Fit Indices, is included (Haryono, 2017).

The Effect of Information Sharing and Information Quality on The Implementation of Supply Chain Management

According to the regression weights results of the complete model, the final outlier test shows a critical ratio (CR) value of 0.851 with a probability of 0.395 (> 0.05). It can be inferred that information quality exerts a positive and insignificant impact on SCM implementation. This indicates that the quality of information significantly influences supply chain performance, whereas poor information quality can lead to inefficiencies and reduced effectiveness in supply chain operations (Kankam et al., 2023). Assert that information quality significantly influences supply chain performance. This aligns with Li & Lin (2006), who define information quality in accuracy, relevance, timeliness, completeness, consistency, and credibility. The findings

suggest that while information quality is crucial, its impact on SCM implementation remains positive yet insignificant, possibly due to the complex interplay of other factors that may overshadow its effects. The quality of information refers to how well the information meets the needs of its users in terms of accuracy, relevance, timeliness, completeness, consistency, and credibility (Li & Lin, 2006). The statement confirms that strategic and nonstrategic suppliers have a strange way of influencing the impact of information quality on supply chain performance (Hald & Mouritsen, 2018). Hald & Mouritsen (2018) discuss how strategic and non-strategic suppliers influence the impact of information quality on supply chain performance. This indicates that the context in which information quality is assessed can vary significantly, affecting its perceived importance in SCM implementation. Information quality will influence strategic quality, strengthening relationships and communication that lead to supply chain performance (Wu et al., 2021).

Information sharing has a positive and insignificant effect on SCM implementation, according to the regression weights results of the entire model, which indicate that the critical ratio (CR) value is 0.433 with a probability of 0.665 (>0.05). Information sharing is one of the key enablers for effective supply chain integration, and it significantly influences supply chain performance (Li & Lin, 2006). Information sharing will profoundly influence supply chain efficacy (Kankam et al., 2023). Information sharing significantly impacts the total cost of maintaining a successful supply chain and enhances the comprehensive management of supply chain activities (Ajay & Maharaj, 2010). Information sharing can reduce costs and increase efficiency (Zhao, 2002). Ajay & Maharaj (2010) and Zhao (2002) highlighted the cost-reduction benefits of information sharing, which may not translate directly into significant improvements in SCM implementation. This raises questions about the effectiveness of current communication practices within organizations. The organizational culture surrounding communication may hinder effective information sharing. If employees are not encouraged to share information or lack trust, the potential benefits of information sharing may not be realized. A culture that does not prioritize open communication can lead to silos, where information is not disseminated effectively.

The Effect of SCM Implementation and Information Sharing on Productivity

Based on the output that refers to the impact of supply chain management implementation on productivity. Based on the outcome of the final regression weights, the critical ratio (CR) value is 2.978 with a probability of 0.003 (<0.05), it can be concluded that the implementation of SCM exerts a positive and significant influence on productivity. Implementing SCM can significantly increase productivity due to the smooth distribution of raw materials so that companies can stock finished goods (Irfansah & Susanto, 2024). The smooth distribution of raw materials allows companies to maintain optimal inventory levels, ensuring that finished goods are readily available to meet customer demand. This efficiency reduces lead times and minimizes stockouts and excess inventory, ultimately leading to improved operational performance. The findings align with existing literature that emphasizes the role of SCM in streamlining operations and enhancing overall productivity.

The final model shows that the critical ratio (CR) value is -1.650, having a probability of 0.099 (> 0.05), leading to the conclusion that information sharing has no positive and small impact on productivity. Training employees on the importance of sharing information can help improve total costs with human resource management while reducing other communication costs (Akbar & Wadud, 2024). This finding raises questions about the effectiveness of current information-sharing practices within organizations. The authors propose that training can enhance employees' understanding of how sharing information can lead to cost reductions and improved human resource management. However, the lack of significant impact may indicate that simply sharing information is not enough; the quality and relevance of the information shared are crucial for realizing productivity gains. The use of technology that supports collaboration can increase team productivity (Wang & Noe, 2010). However, studies show that sharing has no significant (CR: -1.650, Probability: 0.099) effect on productivity, the opportunity for organization to improve their situation by using

technological approaches and changes in problems. The authors argue that technology can bridge communication gaps and streamline workflows, enabling teams to work more efficiently. However, the findings suggest that despite the potential benefits of technology, the current state of information sharing does not significantly enhance productivity. This could imply that organizations may not fully leverage technological tools or that barriers to effective collaboration need to be addressed. The opportunity for organizations to improve their productivity through technological advancements and problem-solving approaches is evident. Still, it requires a strategic focus on integrating technology into daily operations.

The Effect of SCM Implementation, Productivity, and Information Quality on Customer Satisfaction

Based on the final output shows that the critical ratio (CR) value is 0.836 with a probability of 0.403 (> 0.05), leading to the conclusion that SCM implementation has a positive but small effect on customer satisfaction. It can be interpreted that this hypothesis is acceptable. Previous studies prove that integrating digital technology, which includes big data and the Internet of Things, increases the visibility and accuracy of information in the supply chain, resulting in higher customer satisfaction and loyalty (Wen et al., 2023). This study highlights the role of digital technology, including big data and the Internet of Things (IoT), in enhancing the visibility and accuracy of information within the supply chain. The findings suggest that such integration can improve customer satisfaction and loyalty. The positive but small effect of SCM implementation on customer satisfaction, as indicated by the critical ratio (CR) of 0.836 and a probability of 0.403, suggests that while SCM practices contribute to customer satisfaction, they may not be the sole determinants. Integrating advanced technologies can provide real-time insights and better decision-making capabilities, essential for meeting customer expectations. However, the impact of these technologies may vary depending on how effectively they are implemented and utilized within the organization. Employees who are relevant to the supply chain need to be given training, so that companies can improve the effectiveness of SCM and create added value for consumers, ultimately increasing their satisfaction (Gronross, 2015). The findings suggest that creating added value for consumers through effective SCM practices can increase satisfaction. However, the small effect indicates that training alone may not be sufficient; organizations must also focus on aligning their SCM strategies with customer needs and expectations to improve satisfaction significantly.

The final model indicates a critical ratio (CR) of 0.395 with a probability of 0.693 (> 0.05), leading to the conclusion that productivity has a positive but small effect on customer satisfaction. Productivity positively impacts customer satisfaction by showing customer loyalty to the goods or services provided (Suryani et al., 2023). The critical ratio (CR) of 0.395 and a probability of 0.693 suggest that while there is a positive relationship, it is not strong enough to be deemed significant. The findings imply that organizations need to adopt a more holistic approach to productivity that goes beyond mere efficiency. Focusing solely on operational efficiency may overlook the importance of customer values and preferences, which are crucial for enhancing satisfaction. These results suggest that while productivity is an essential element of any operation, there needs to be a more focused approach to address the gap between productivity improvement and customer satisfaction. This aligns with Gronross (2015), who argues that organizations must prioritize customer-centric strategies to bridge the gap between productivity improvements and customer satisfaction. Previous studies have suggested that making operations efficient along with good service increases customer satisfaction (Berlianto et al., 2024). The findings reinforce that a commitment to service excellence must accompany productivity improvements. The critical ratio (CR) of 0.766 and a probability of 0.444 indicate that while information quality has a positive but small effect on customer satisfaction, it is essential for organizations to ensure that their operational efficiencies do not compromise service quality. This dual focus can help organizations create a more satisfying customer experience.

The final model indicates a critical ratio (CR) of 0.766 with a probability of 0.444 (> 0.05), suggesting that information quality has a

positive but small effect on customer satisfaction. It can be interpreted that this hypothesis is acceptable. Consumers tend to feel more satisfied when receiving more relevant and reliable information, especially related to the purchase process or service they seek (Setiawan et al., 2020). The positive but small effect of information quality on customer satisfaction, as indicated by the CR of 0.766 and a probability of 0.444, suggests that while information quality is essential, it may not be the primary driver of satisfaction. Organizations must ensure that the information provided is accurate and tailored to meet consumers' specific needs. Information is the largest communication tool organizations use to consumers; the information conveyed must be clear, appropriate, and easily understood by consumers (Adam et al., 2020).

Case Processing Summary

		N	%
Cases	Valid	129	100.0
	Excluded[a]	0	.0
	Total	129	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.755	18

Figure 1. Reliability Test

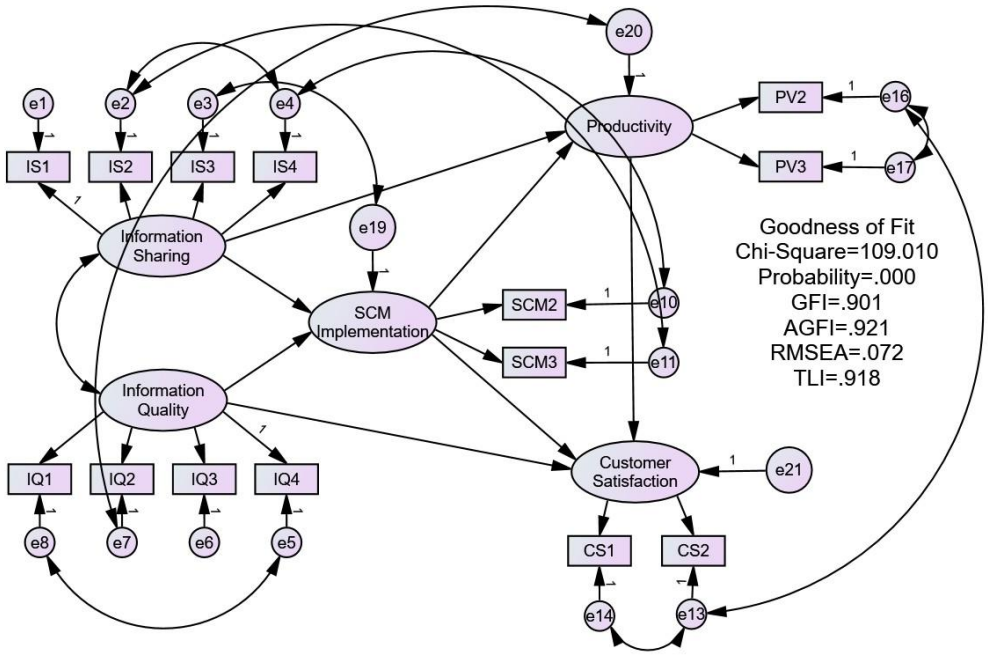

Figure 2. Final Model Output

Table 3. Regression Weights Full Model Final Outlier

			Estimate	S.E.	C.R.	P
Implementation_SCM	←-	Information_Sharing	,390	,459	,851	,395
Implementation_SCM	←-	Information_Quality	-,261	,602	,433	,665
Productivity	←-	Implementation_SCM	6,974	2,342	2,978	,003
Productivity	←-	Information_Sharing	-,461	,279	-1,650	,099
Customer_Satisfaction	←-	Implementation_SCM	1,621	1,939	,836	,403
Customer_Satisfaction	←-	Productivity	,120	,305	,395	,693
Customer_Satisfaction	←-	Information_Quality	,188	,246	,766	,444
IS1	←-	Information_Sharing	1,000			
IS2	←-	Information_Sharing	,822	,082	10,040	***
IS3	←-	Information_Sharing	,887	,088	10,085	***
IS4	←-	Information_Sharing	,603	,073	8,243	***
IQ4	←-	Information_Quality	1,000			
IQ3	←-	Information_Quality	,960	,111	8,643	***
IQ2	←-	Information_Quality	1,010	,118	8,553	***
IQ1	←-	Information_Quality	1,383	,150	9,231	***
SCM1	←-	Implementation_SCM	1,000			
SCM2	←-	Implementation_SCM	4,915	1,458	3,372	***
SCM3	←-	Implementation_SCM	4,266	1,263	3,379	***
CS3	←-	Customer_Satisfaction	1,000			
CS2	←-	Customer_Satisfaction	,293	,106	2,762	,006
CS1	←-	Customer_Satisfaction	,312	,091	3,416	***
PV1	←-	Productivity	1,000			
PV2	←-	Productivity	,082	,051	1,623	,105
PV3	←-	Productivity	,154	,047	3,258	,001

CONCLUSIONS

This research highlights the critical importance of information quality in enhancing supply chain management (SCM) implementation, while also indicating that information sharing alone does not significantly impact productivity. Organizations are encouraged to prioritize improving the quality of information within their SCM processes to achieve better outcomes. However, it is essential to recognize that productivity improvements may require a multifaceted approach beyond just information sharing. The study's limitations, including its sample size and specific context, suggest that findings may not be universally applicable. Future research should explore a broader range of contexts and investigate the underlying factors influencing the relationships between information sharing, information quality, and SCM implementation. Longitudinal studies could also provide valuable insights into the evolution of these relationships and their long-term effects on productivity and customer satisfaction.

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