

**PENGARUH *DEMAND MANAGEMENT PERFORMANCE* TERHADAP KINERJA RANTAI PASOKAN YANG DIMEDIASI OLEH *DISTRIBUTION MANAGEMENT PERFORMANCE* PADA UKM KERAJINAN BATIK KAYU DESA WISATA KREBET BANTUL**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *demand management* dan *distribution management* terhadap kinerja rantai pasokan (*supply chain performance*). Variabel-variabel dalam penelitian ini antara lain : *forecasting*, *segmentation*, *sales and operations planning* (S&OP), dan *demand management adherence* (DeM adherence), *demand management performance* (DeM performance), *warehouse management*, *transport management*, *distribution management adherence* (DiM adherence), *distribution management performance* (DiM performance), dan kinerja rantai pasokan (*supply chain performance*). Penelitian ini dilakukan pada 57 UKM. Metode pengumpulan data menggunakan kuesioner. Teknik analisis data yang digunakan dalam penelitian ini adalah regresi berganda, regresi sederhana, dan analisis jalur (*path analysis*). Hasil analisis regresi berganda menunjukkan bahwa secara bersama-sama *forecasting*, *segmentation*, *sales and operations planning* (S&OP), dan *demand management adherence* (DeM adherence) berpengaruh positif terhadap *demand management adherence* (DeM adherence), *warehouse management*, *transport management*, *distribution management adherence* (DiM adherence) berpengaruh positif terhadap *distribution management performance* (DiM performance), *demand management performance* (DeM performance) dan *distribution management performance* (DiM performance) berpengaruh positif terhadap *supply chain performance*. Hasil analisis regresi sederhana menunjukkan bahwa secara parsial *demand management performance* (DeM performance) berpengaruh positif terhadap *distribution management performance* (DiM performance). Hasil analisis jalur (*path analysis*) menunjukkan bahwa *distribution management performance* (DiM performance) mampu memediasi pengaruh *demand management performance* (DeM performance) terhadap *supply chain performance*.

Kata kunci : *forecasting*, *segmentation*, *sales and operations planning* (S&OP), dan *demand management adherence* (DeM adherence), *demand management performance* (DeM performance), *warehouse management*, *transport management*, *distribution management adherence* (DiM adherence), *distribution management performance* (DiM performance), kinerja rantai pasokan (*supply chain performance*).