REGITA INDHARDINI. 2024. Faktor-Faktor yang Mempengaruhi Kinerja UMKM Lanting di Desa Lemahduwur Kecamatan Kuwarasan Kabupaten Kebumen. Di bawah arahan Siti Hamidah.

ABSTRAK

Lanting adalah makanan ringan khas Kebumen yang berbentuk angka delapan. Satu-satunya sentra produksi lanting khas Kebumen adalah Desa Lemahduwur. Tujuan dari penelitian ini adalah (1) mengetahui kategori UMKM lanting di Desa Lemadhduwur, (2) mengetahui kinerja UMKM lanting di Desa Lemahduwur, (3) menganalisis faktor-faktor yang memepengaruhi kinerja UMKM lanting di Lemahduwur. Penelitian ini menggunakan pendekatan deskriptif kuantitatif dengan jenis penelitian studi kasus karena kasus yang terjadi dalam penelitian ini yaitu jumlah angka UMKM Lanting dari tahun ke tahun terus menurun di Desa Lemahduwur yang merupakan sentra industri lanting khas Kebumen. Populasi UMKM sebanyak 112 dipilih 30 UMKM secara *simple random sampling*. Teknik pengambilan data menggunakan wawancara, observasi, dan dokumentasi. Metode Analisis menggunakan analisis deskriptif dan analisis regresi linier berganda. Hasil penelitian adalah (1) UMKM lanting di Desa Lemahduwur termasuk usaha mikro, (2) Kinerja UMKM lanting di Desa Lemahduwur sebesar 70,93% tergolong tinggi, (3) Sosial dan ekonomi berpengaruh positif terhadap kinerja UMKM lanting di Lemahduwur. Sumber daya manusia, keuangan, produksi operasi, pemasaran, kebijakan pemerintah, peranan lembaga terkait tidak berpengaruh secara nyata terhadap kinerja UMKM.

Kata kunci: UMKM lanting, kinerja, sumber daya manusia, keuangan, produksi operasional, pasar/pemasaran, kebijakan pemerintah, sosial ekonomi, peranan lembaga terkait

REGITA INDHARDINI. 2024. *Factors that Influence the Performance of Lanting MSMEs in Lemahduwur Village, Kuwarasan District, Kebumen Regency. Under direction by* Siti Hamidah.

ABSTRACT

Lanting is a typical Kebumen snack shaped like a figure eight. The only production center for typical Kebumen lanting is Lemahduwur Village. The aims of this research are (1) to determine the category of lanting MSMEs in Lemadhduwur Village, (2) to determine the performance of lanting MSMEs in Lemahduwur Village, (3) to analyze the factors that influence the performance of lanting MSMEs in Lemahduwur. This research uses a quantitative descriptive approach with a case study type of research because the case that occurred in this research is that the number of Lanting MSMEs continues to decline from year to year in Lemahduwur Village, which is the center of the typical Lanting industry in Kebumen. The MSME population was 112, 30 MSMEs were selected using simple random sampling. Data collection techniques use interviews, observation, and documentation. The analysis method uses descriptive analysis and multiple linear regression analysis. The results of the research are (1) the lanting MSMEs in Lemahduwur Village are micro businesses, (2) the performance of lanting MSMEs in Lemahduwur Village is 70.93% which is relatively high, (3) social and economic factors have a positive influence on the performance of lanting MSMEs in Lemahduwur. Human resources, finance, production operations, marketing, government policies, the role of related institutions do not significantly influence the performance of MSMEs.

Keywords: Lanting MSEs, performance, human resource, financial, operational production, market/marketing, government policy, socio-economic, role of related institutions.