

ABSTRACT

THE INFLUENCE OF SOCIAL MEDIA USAGE ON OPERATIONAL RESILIENCE WITH AGILITY AS MEDIATION AND SUPPLY CHAIN DISRUPTION AS MODERATION

(A Study on Garment MSMEs in Sleman Regency)

ERFINA RISMANINGSIH

NIM. 141220207

Mahasiswa Program Studi Manajemen

Fakultas Ekonomi dan Bisnis UPN "Veteran" Yogyakarta

ervinarismaningsih16@gmail.com

ABSTRACT

This study aims to analyze the effect of social media usage on operational resilience, with agility as a mediating variable and supply chain disruption as a moderating variable. The study was conducted on 53 garment SMEs in Sleman Regency selected using a purposive sampling technique. Data were collected through questionnaires and analyzed using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS) with the assistance of SmartPLS version 4.1.1.7. The results show that social media usage has a positive and significant effect on agility, and agility has a significant effect on operational resilience. In addition, agility is proven to mediate the relationship between social media usage and operational resilience. However, supply chain disruption negatively moderates the indirect effect. These findings indicate that the utilization of social media and the strengthening of adaptive capabilities are important in improving the operational resilience of SMEs, although their effectiveness may decrease at high levels of supply chain disruption.

Keywords: Social Media Usage, Agility, Operational Resilience, Supply Chain Disruption, MSMEs.