

ABSTRAK

PENGARUH *SUPPLY CHAIN ORIENTATION* TERHADAP *SUPPLY CHAIN PERFORMANCE* YANG DIMEDIASI *SUPPLY CHAIN RISK MANAGEMENT CAPABILITIES*

(Studi pada UMKM Pengolahan Pangan Agro di Kabupaten Gunungkidul)

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *supply chain orientation* terhadap *supply chain performance* dengan peran mediasi *supply chain risk management capabilities*. Penelitian ini dilakukan pada UMKM pengolahan pangan agro di Kabupaten Gunungkidul. Fenomena yang melatarbelakangi penelitian ini adalah kerentanan UMKM terhadap gangguan rantai pasok akibat keterbatasan praktik manajemen risiko dan lemahnya koordinasi antar pelaku dalam rantai pasok. Data primer dikumpulkan melalui kuesioner yang disebarakan kepada pelaku UMKM dengan menggunakan teknik purposive sampling. Data dianalisis menggunakan *Structural Equation Modeling* (SEM) berbasis *Partial Least Squares* (PLS). Hasil penelitian menunjukkan bahwa *supply chain orientation* berpengaruh positif dan signifikan terhadap *supply chain performance* dan *supply chain risk management capabilities*. Selain itu, *supply chain risk management capabilities* berpengaruh signifikan terhadap *supply chain performance* serta memediasi hubungan antara *supply chain orientation* dan *supply chain performance*. Temuan ini menegaskan pentingnya penguatan orientasi rantai pasok dan kemampuan manajemen risiko untuk meningkatkan kinerja dan ketahanan UMKM.

Kata Kunci: *Supply Chain Orientation, Supply Chain Risk Management Capabilities, Supply Chain Performance, UMKM.*

ABSTRACT

THE EFFECT OF SUPPLY CHAIN ORIENTATION ON SUPPLY CHAIN PERFORMANCE MEDIATED BY SUPPLY CHAIN RISK MANAGEMENT CAPABILITIES

(A Study on Agro-Food Processing SMEs in Gunungkidul Regency)

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ABSTRACT

This study aims to analyze the effect of supply chain orientation on supply chain performance with the mediating role of supply chain risk management capability. The research was conducted on agro-food processing MSMEs in Gunungkidul Regency. The phenomenon underlying this study is the vulnerability of MSMEs to supply chain disruptions due to limited risk management practices and weak coordination among supply chain actors. Primary data were collected through questionnaires distributed to MSME actors using purposive sampling techniques. The data were analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The results indicate that supply chain orientation has a positive and significant effect on supply chain performance and supply chain risk management capability. Furthermore, supply chain risk management capability significantly influences supply chain performance and mediates the relationship between supply chain orientation and supply chain performance. These findings highlight the importance of strengthening supply chain orientation and risk management capabilities to improve MSME performance and resilience.

Keywords: Supply Chain Orientation, Supply Chain Risk Management Capability, Supply Chain Performance, MSMEs.