

ABSTRAK

Pengaruh *Managerial Competence*, *Information Sharing*, Dan *Information Quality* Terhadap *Supply Chain Performance*

(Studi Pada UMKM Bakpia di Kota Yogyakarta)

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ABSTRAK

Penelitian ini menganalisis pengaruh *managerial competence* dan *information sharing* terhadap *supply chain performance* melalui peran mediasi *information quality* pada UMKM Bakpia di Kota Yogyakarta yang memiliki tingkat volatilitas permintaan tinggi akibat fluktuasi kunjungan wisatawan. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik purposive sampling, di mana data dikumpulkan dari 48 pemilik dan pengelola UMKM Bakpia melalui penyebaran kuesioner. Analisis data dilakukan menggunakan metode *Partial Least Squares-Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa *managerial competence* dan *information sharing* tidak berpengaruh signifikan secara langsung terhadap *supply chain performance*. Namun, *managerial competence* terbukti berpengaruh signifikan terhadap *information sharing* dan *information quality*, sedangkan *information sharing* juga berpengaruh signifikan terhadap *information quality*. Selain itu, *information quality* terbukti berpengaruh signifikan terhadap *supply chain performance* serta mampu memediasi pengaruh *managerial competence* dan *information sharing* terhadap *supply chain performance*. Temuan ini menunjukkan bahwa peningkatan kinerja rantai pasok pada UMKM Bakpia tidak hanya bergantung pada kemampuan manajerial dan aktivitas pertukaran informasi secara langsung, tetapi juga pada kualitas informasi yang dihasilkan perusahaan dalam mendukung pengambilan keputusan operasional yang akurat, relevan, dan tepat waktu.

Kata Kunci: *Managerial Competence, Information Sharing, Information Quality, Supply Chain Performance, UMKM.*

ABSTRACT

The Influence of Managerial Competence, Information Sharing, and Information Quality on Supply Chain Performance

(A Study of Bakpia MSMEs in Yogyakarta City)

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ABSTRACT

This study analyzes the effect of managerial competence and information sharing on supply chain performance through the mediating role of information quality in Bakpia SMEs in Yogyakarta City, which experience high demand volatility due to fluctuations in tourist visits. This study employed a quantitative approach using a purposive sampling technique, where data were collected from 48 owners and managers of Bakpia SMEs through questionnaire distribution. Data analysis was conducted using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method. The results indicate that managerial competence and information sharing do not have a significant direct effect on supply chain performance. However, managerial competence significantly affects information sharing and information quality, while information sharing also significantly affects information quality. In addition, information quality has a significant effect on supply chain performance and mediates the effects of managerial competence and information sharing on supply chain performance. These findings indicate that improving supply chain performance in Bakpia SMEs depends not only on managerial capability and information sharing activities directly, but also on the quality of information generated by the company to support accurate, relevant, and timely operational decision-making.

Keywords: *Managerial Competence, Information Sharing, Information Quality, Supply Chain Performance, MSMEs.*