

ABSTRAK

PENGARUH *STRATEGIC PARTNERSHIP* DAN *MANAGERIAL COMPETENCE* TERHADAP *SUPPLY CHAIN PERFORMANCE* YANG DIMEDIASI OLEH *INFORMATION SHARING*

(Studi pada UMKM Pengolahan Pangan di Kabupaten Bantul)

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Dosem Pembimbing:

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Penelitian ini bertujuan untuk menganalisis pengaruh *strategic partnership* dan *managerial competence* terhadap *supply chain performance* dengan *information sharing* sebagai variabel mediasi pada UMKM pengolahan pangan di Kabupaten Bantul. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik survei melalui penyebaran kuesioner kepada 68 responden yang dipilih menggunakan *purposive sampling*. Analisis data dilakukan menggunakan metode *Partial Least Square Structural Equation Modeling (PLS-SEM)* dengan bantuan software SmartPLS. Hasil penelitian menunjukkan bahwa *strategic partnership* dan *managerial competence* berpengaruh positif dan signifikan terhadap *supply chain performance*. Selain itu, *strategic partnership* dan *managerial competence* juga berpengaruh positif dan signifikan terhadap *information sharing*. Namun, *information sharing* tidak berpengaruh signifikan terhadap *supply chain performance* serta tidak mampu memediasi pengaruh *strategic partnership* dan *managerial competence* terhadap *supply chain performance*. Temuan ini menunjukkan bahwa peningkatan kinerja rantai pasok pada UMKM lebih dipengaruhi secara langsung oleh kemitraan strategis dan kompetensi manajerial dibandingkan melalui mekanisme berbagi informasi. Penelitian ini diharapkan dapat memberikan kontribusi teoretis dalam pengembangan literatur manajemen rantai pasok serta menjadi referensi praktis bagi pelaku UMKM dalam meningkatkan kinerja operasional usahanya.

Kata Kunci: *Strategic Partnership, Managerial Competence, Information Sharing, Supply Chain Performance, UMKM*

ABSTRACT

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This study aims to analyze the influence of strategic partnerships and managerial competence on supply chain performance, with information sharing as a mediating variable, among food processing MSMEs in Bantul Regency. The research method employed was a quantitative approach using a survey technique, involving the distribution of questionnaires to 68 respondents selected through purposive sampling. Data analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS software. The results indicate that strategic partnerships and managerial competence have a positive and significant effect on supply chain performance. Additionally, strategic partnerships and managerial competence also have a positive and significant effect on information sharing. However, information sharing does not have a significant effect on supply chain performance and is unable to mediate the influence of strategic partnerships and managerial competence on supply chain performance. These findings indicate that improvements in supply chain performance among SMEs are more directly influenced by strategic partnerships and managerial competence than through the mechanism of information sharing. This study is expected to contribute theoretically to the development of supply chain management literature and serve as a practical reference for SME practitioners in improving their business operational performance.

Keywords: Strategic Partnership, Managerial Competence, Information Sharing, Supply Chain Performance, MSMEs