

**PENGARUH *GENERIC STRATEGY* TERHADAP *BUSINESS PERFORMANCE* MELALUI *ADAPTABILITY* UMKM KULINER
“*SUNDAY MORNING*” DI LEMBAH UGM**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Cost Leadership*, *Differentiation*, dan *Focus Strategy* terhadap *Generic Strategy*, serta pengaruh *Generic Strategy* terhadap *Business Performance* dengan *Adaptability* sebagai variabel mediasi pada UMKM kuliner Sunmor di Lembah UGM. Penelitian ini menggunakan pendekatan kuantitatif dengan metode pengumpulan data melalui kuesioner. Sampel penelitian berjumlah 85 responden yang merupakan pelaku UMKM kuliner di kawasan *Sunday Morning* (Sunmor) Lembah UGM. Teknik pengambilan sampel menggunakan *purposive sampling*, sedangkan analisis data dilakukan menggunakan metode *Structural Equation Modeling–Partial Least Squares* (SEM-PLS) dengan bantuan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa *Cost Leadership*, *Differentiation*, dan *Focus Strategy* berpengaruh positif dan signifikan terhadap *Generic Strategy*. Di antara ketiga strategi tersebut, *Focus Strategy* memiliki pengaruh yang relatif paling besar terhadap peningkatan *Generic Strategy*. Selanjutnya, *Generic Strategy* tidak berpengaruh signifikan terhadap *Business Performance*, tetapi berpengaruh positif dan signifikan terhadap *Adaptability*. *Adaptability* juga berpengaruh positif dan signifikan terhadap *Business Performance* serta mampu memediasi pengaruh *Generic Strategy* terhadap *Business Performance*. Temuan tersebut menunjukkan bahwa strategi usaha belum mampu meningkatkan kinerja bisnis secara langsung, tetapi dapat memberikan dampak terhadap kinerja melalui kemampuan pelaku UMKM dalam beradaptasi terhadap perubahan lingkungan bisnis. Oleh karena itu, pelaku UMKM kuliner Sunmor UGM perlu meningkatkan kemampuan adaptasi serta menyesuaikan strategi dengan kebutuhan konsumen agar dapat memberikan dampak yang lebih optimal terhadap peningkatan *Business Performance*.

Kata Kunci : *Generic Strategy*, *Adaptability*, *Business Performance*

**THE EFFECT OF GENERIC STRATEGY ON BUSINESS
PERFORMANCE THROUGH ADAPTABILITY AS A MEDIATING
VARIABLE IN CULINARY MICRO, SMALL, AND MEDIUM
ENTERPRISES (MSMEs) AT “SUNDAY MORNING” LEMBAH UGM**

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ABSTRACT

This study aims to analyze the effects of Cost Leadership, Differentiation, and Focus Strategy on Generic Strategy, as well as the effect of Generic Strategy on Business Performance through Adaptability as a mediating variable among culinary micro, small, and medium enterprises (MSMEs) at Sunmor in the UGM Valley. This study employed a quantitative approach, with data collected through questionnaires. The sample consisted of 85 respondents who were culinary MSME operators in the Sunday Morning (Sunmor) area of the UGM Valley. The sampling technique used was purposive sampling, while the data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS software. The results indicate that Cost Leadership, Differentiation, and Focus Strategy have positive and significant effects on Generic Strategy. Among the three strategies, Focus Strategy has the relatively strongest effect on improving Generic Strategy. Furthermore, Generic Strategy does not have a significant effect on Business Performance but has a positive and significant effect on Adaptability. Adaptability also has a positive and significant effect on Business Performance and is proven to mediate the effect of Generic Strategy on Business Performance. These findings indicate that the implementation of business strategies is not sufficient to directly improve business performance but can affect performance through the ability of MSME operators to adapt to changes in the business environment. Therefore, culinary MSME operators at Sunmor UGM need to enhance their adaptability and align their strategies with consumer needs to achieve a more optimal improvement in Business Performance.

Keywords : Generic Strategy, Adaptability, Business Performance