PENGARUH INTEGRASI PELANGGAN DAN INTEGRASI LOGISTIK TERHADAP KINERJA OPERASIONAL MELALUI KAPABILITAS INOVASI PADA UMKM KULINER DI KOTA YOGYAKARTA

RAISHA PUTRI AYUDHIA
NIM. 141220390

Email: 141220390@student.upnyk.ac.id
Mahasiswa Program Studi Manajemen
Fakultas Ekonomi dan Bisnis
Universitas Pembangunan Nasional "Veteran" Yogyakarta

ABSTRAK

Penelitian ini menganalisis pengaruh integrasi pelanggan dan integrasi logistik terhadap kinerja operasional melalui kapabilitas inovasi pada UMKM kuliner digital di Kota Yogyakarta. Meskipun kolaborasi digital semakin meningkat, temuan empiris mengenai dampak integrasi eksternal terhadap kinerja operasional masih menunjukkan hasil yang tidak konsisten, khususnya pada usaha skala kecil. Penelitian ini menguji pengaruh langsung dan tidak langsung integrasi pelanggan dan logistik terhadap kapabilitas inovasi dan kinerja operasional. Data dikumpulkan dari 44 UMKM kuliner digital menggunakan teknil purposive sampling dan dianalisis dengan Partial Least Squares Equation Modeling (PLS-SEM). Hasil penelitian ini menunjukkan bahwa integrasi logistik berpengaruh signifikan terhadap kapabilitas inovasi dan kinerja operasional, serta kapabilitas inovasi berpengaruh signifikan terhadap kinerja operasional. Namun sebaliknya, integrasi pelanggan menunjukkan pengaruh yang positif tetapi tidak signifikan terhadap kapabilitas inovasi dan kinerja operasional. Selain itu, kapabilitas inovasi tidak terbukti memediasi pengaruh integrasi pelanggan dan logistik terhadap kinerja operasional. Temuan ini menunjukkan bahwa peningkatan kinerja operasional pada UMKM kuliner digital lebih banyak di dorong oleh efektivitas koordinasi logistik dibandingkan mekanisme integrasi berbasis pelanggan.

THE ROLE OF CUSTOMER AND LOGISTICS INTEGRATION IN ENHANCING OPERATIONAL PERFORMANCE: THE MEDIATING EFFECT OF INNOVATION CAPABILITY IN CULINARY MSMEs IN YOGYAKARTA CITY

RAISHA PUTRI AYUDHIA
NIM. 141220390

Email: 141220390@student.upnyk.ac.id
Undergraduate Student, Department of Management
Faculty of Economics and Business
Universitas Pembangunan Nasional "Veteran" Yogyakarta

ABSTRACT

This study examines the role of Customer and Logistics Integration in improving Operational Performance through Innovation Capability in digital culinary SMEs in Yogyakarta City. Despite increasing digital collaboration, empirical findings regarding the impact of external integration on operational outcomes remain inconsistent, particularly in small-scale enterprises. This research analyzes both direct and indirect effects of customer integration and logistics integration on innovation capability and operational performance. Data were collected from 44 digital culinary MSMEs using purposive sampling and analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that logistics integration significantly influences innovation capability and operational performance, while innovation capability significantly influences operational performance. In contrast, customer integration demonstrates positive but insignificant effects on both innovation capability and operational performance. Innovation capability also does not significantly mediate the effects of external integration on operational performance. These findings indicate that operational improvements in digital culinary MSMEs are primaly driven by effective logistics coordination rather than customer-based integration mechanisms, highlighting the importance of strengthening operational alignment to achieve sustainable performance outcomes.