ANALISIS PENGARUH KETAHANAN RANTAI PASOKAN TERHADAP KINERJA USAHA KECIL DAN MENENGAH "STUDI PADA INDUSTRI KECIL DAN MENENGAH KERAJINAN DI DAERAH ISTIMEWA YOGYAKARTA"

Ceasar Wijanarko Putra
141220267
Universitas Pembangunan Nasional "Veteran" Yogyakarta
wijanarkoputraceasar@gmail.com

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh ketahanan rantai pasokan (*supply chain resilience*) yang diukur melalui tiga dimensi, yaitu kelincahan (*agility*), ketangguhan (*robustness*), dan fleksibilitas (*flexibility*), terhadap dua dimensi kinerja Usaha Kecil dan Menengah (UKM), yakni kinerja produksi serta kinerja pemasaran dan penjualan. Studi ini dilatarbelakangi oleh tekanan disrupsi rantai pasokan global pada periode 2024–2026 yang berdampak pada kontraksi kinerja ekspor sektor kerajinan di Daerah Istimewa Yogyakarta, serta adanya inkonsistensi temuan empiris pada penelitian terdahulu. Kerangka teoretis penelitian dibangun atas *Resource-Based View* (RBV) dan *Dynamic Capabilities View* (DCV). Penelitian menggunakan pendekatan kuantitatif dengan data primer yang dikumpulkan melalui kuesioner berskala Likert lima poin terhadap 230 pengelola UKM kerajinan yang dipilih menggunakan teknik *proportionate stratified random sampling* dari populasi sebanyak 1.253 unit usaha. Data dianalisis menggunakan *Structural Equation Modeling* (SEM) dengan bantuan perangkat lunak IBM SPSS AMOS versi 27. Hasil pengujian menunjukkan bahwa model memenuhi kriteria kelayakan (*goodness of fit*) yang sangat baik dan keenam hipotesis penelitian diterima. Ketiga dimensi ketahanan rantai pasokan terbukti berpengaruh positif dan signifikan terhadap kinerja produksi maupun kinerja pemasaran dan penjualan, dengan fleksibilitas sebagai determinan terkuat bagi kinerja pemasaran dan penjualan. Temuan ini menegaskan bahwa penguatan kapabilitas ketahanan rantai pasokan merupakan strategi fundamental bagi keberlanjutan dan daya saing UKM kerajinan.

Kata Kunci: Ketahanan Rantai Pasokan, Kelincahan, Ketangguhan, Fleksibilitas, Kinerja UKM, Kerajinan

SUPPLY CHAIN RESILIENCE AND SME PERFORMANCE: EMPIRICAL EVIDENCE FROM THE CRAFT INDUSTRY IN YOGYAKARTA, INDONESIA

Ceasar Wijanarko Putra
141220267
Universitas Pembangunan Nasional "Veteran" Yogyakarta, Indonesia
wijanarkoputraceasar@gmail.com

ABSTRACT

This study aims to analyze the effect of supply chain resilience measured through three dimensions, namely agility, robustness, and flexibility on two dimensions of small and medium enterprise (SME) performance: production performance and marketing and sales performance. The research is motivated by the pressure of global supply chain disruptions during the 2024–2026 period, which contributed to a contraction in the export performance of the handicraft sector in the Special Region of Yogyakarta, as well as by the inconsistency of empirical findings in prior studies. The theoretical framework is grounded in the Resource-Based View (RBV) and the Dynamic Capabilities View (DCV). A quantitative approach was employed, using primary data collected through a five-point Likert-scale questionnaire administered to 230 handicraft SME managers selected via proportionate stratified random sampling from a population of 1,253 business units. The data were analyzed using Structural Equation Modeling (SEM) with the aid of IBM SPSS AMOS version 27. The results indicate that the model satisfies excellent goodness-of-fit criteria and that all six research hypotheses are accepted. The three dimensions of supply chain resilience are proven to exert a positive and significant effect on both production performance and marketing and sales performance, with flexibility emerging as the strongest determinant of marketing and sales performance. These findings affirm that strengthening supply chain resilience capabilities constitutes a fundamental strategy for the sustainability and competitiveness of handicraft SMEs.

Keywords: supply chain resilience, agility, robustness, flexibility, SME performance, handicraft