

ABSTRAK

Permasalahan kinerja operasi masih kerap dialami oleh pelaku usaha di Indonesia. Salah satunya yaitu pelaku usaha mikro kecil menengah (UMKM) sandal bandol di Kecamatan Purwokerto Barat. permasalahan kinerja operasi yang terjadi perlu ditangani agar UMKM sandal bandol di Kecamatan Purwokerto Barat tetap bisa melanjutkan usahanya dan mencapai kinerja operasi yang optimal.

Penelitian ini berjudul "Analisis Pengaruh *Total Quality Management*, *Supply Chain Management*, Orientasi Kewirausahaan, dan Kompetensi SDM terhadap Kinerja Operasi (Studi pada UMKM sandal bandol di Kecamatan Purwokerto Barat)". Tujuan dari penelitian ini yaitu untuk mengetahui pengaruh variabel independen (*total quality management*, *supply chain management*, orientasi kewirausahaan, dan kompetensi SDM) terhadap variabel dependen (kinerja operasi). Penelitian dilakukan dengan metode survei dengan menggunakan sampel 37 UMKM dari total 40 UMKM sandal bandol yang ada di Kecamatan Purwokerto Barat.

Hasil yang diperoleh dari analisis regresi berganda menunjukkan dari keempat variabel independen yang diteliti hanya kompetensi SDM yang berpengaruh positif terhadap kinerja operasi pada UMKM sandal bandol di Kecamatan Purwokerto Barat. Oleh karena itu untuk meningkatkan kinerja operasi pada UMKM sandal bandol di Kecamatan Purwokerto Barat dapat dilakukan dengan meningkatkan kompetensi SDM yaitu ketrampilan, pengetahuan, dan kemampuan.

Kata kunci : *Total Quality Management*, *Supply Chain Management*, Orientasi Kewirausahaan, Kompetensi SDM, dan Kinerja Operasi.

ABSTRACT

Operating performance problems are still often experienced by businessmen in Indonesia. One of them namely the micro small and medium enterprises (SMEs/UMKM) Bandol slipper in District West Purwokerto. Operating performance problems that occur need to be handled so that the SMEs/UMKM bandol slippers in district of Purwokerto of West can still be continuing its business and achieve optimum operating performance.

This study entitled "Analysis of Effect of Total Quality Management, Supply Chain Management, Entrepreneurship Orientation and Competence HR on Operating Performance (Studies on SMEs slippers bandol in District West Purwokerto)". The purpose of this study is to determine the effect of independent variables (total quality management, supply chain management, entrepreneurial orientation, and competency HR) on the dependent variable (performance operation). The study was conducted by survey method using 37 sample of a total 40 SMEs bandol slippers in the District West Purwokerto.

The results obtained from the multiple regression analysis showed from the four independent variables examined only the competence of HR that have positive effect on performance of operations on the SMEs bandol slippers in district of Purwokerto of West. Therefore, to improve the operating performance in SMEs bandol slippers in District West Purwokerto can be done by increasing the human resource competencies such as the skills, knowledge, and abilities.

Keywords : Total Quality Management, Supply Chain Management, Entrepreneurship Orientation, Competence HR, and Operational Performance.