

RINGKASAN

Usaha Mikro Kecil dan Menengah (UMKM) memiliki peran penting dalam perekonomian Indonesia, terutama dalam bidang kuliner yang mencakup warung makan dan usaha katering. Selama pandemi COVID-19, UMKM terbukti berkontribusi signifikan dalam menjaga stabilitas ekonomi. Namun, mereka menghadapi tantangan seperti keterbatasan modal dan persaingan yang semakin ketat, baik di tingkat nasional maupun internasional. Maka dari itu perlu strategi yang penting seperti manajemen rantai pasokan. Manajemen rantai pasokan meningkatkan kinerja perusahaan, dengan keunggulan kompetitif sebagai penghubung.

Penelitian ini mengkaji pengaruh manajemen rantai pasokan terhadap keunggulan kompetitif dan kinerja perusahaan UMKM warung makan di Kabupaten Banyumas dengan pendekatan kuantitatif, menggunakan sampel 58 responden. Metode analisis regresi sederhana dan causal step digunakan untuk menguji hubungan mediasi antar variabel dengan menggunakan SPSS versi 26. Hasil penelitian mengungkap bahwa manajemen rantai pasokan berpengaruh positif terhadap keunggulan kompetitif dan kinerja Perusahaan, keunggulan kompetitif berpengaruh positif terhadap kinerja perusahaan, dan keunggulan kompetitif memediasi secara penuh dan positif hubungan manajemen rantai pasokan terhadap kinerja perusahaan.

Kata kunci : manajemen rantai pasokan, keunggulan kompetitif, kinerja perusahaan

SUMMARY

Micro, Small and Medium Enterprises (MSMEs) play an important role in the Indonesian economy, especially in the culinary sector, which includes food stalls and catering businesses. During the COVID-19 pandemic, MSMEs have contributed significantly to maintaining economic stability. However, they face challenges such as limited capital and increasingly fierce competition, both at the national and international levels. Therefore, important strategies such as supply chain management are needed. Supply chain management improves firm performance, with competitive advantage as the link.

This study examines the effect of supply chain management on competitive advantage and company performance of food stall MSMEs in Banyumas Regency with a quantitative approach, using a sample of 58 respondents. Simple regression and causal step analysis methods are used to test the mediation relationship between variables using SPSS version 26. The results reveal that supply chain management has a positive effect on competitive advantage and Company performance, competitive advantage has a positive effect on company performance, and competitive advantage fully and positively mediates the relationship of supply chain management to company performance.

Keywords: supply chain management, competitive advantage, firm performance

