

RANGKUMAN

Koperasi berperan penting dalam meningkatkan kesejahteraan masyarakat. Industri pengolahan gula semut di Kabupaten Banyumas merupakan industri yang potensial untuk dikembangkan. Koperasi Serba Usaha (KSU) Nira Satria hadir ditengah masyarakat Kabupaten Banyumas yang berperan untuk meningkatkan posisi tawar petani/produsen gula semut dalam hal kualitas, kuantitas, dan harga.

Persaingan antar jaringan rantai pasok merupakan permasalahan dalam agribisnis gula semut di KSU Nira Satria, hal ini perlu dipertimbangkan untuk KSU Nira Satria melalui peningkatan kinerja. Tujuan dari penelitian ini adalah 1) mengetahui gambaran umum KSU Nira Satria. 2) menganalisis pengaruh *information sharing*, *long-term relationships*, *cooperation*, dan *process integration* terhadap kinerja *supply chain management* KSU Nira Satria. Populasi dalam penelitian ini adalah anggota KSU Nira Satria yang berertifikat organik. Sampel yang digunakan sebanyak 100 responden dari seluruh populasi berjumlah 880 yang dilakukan menggunakan metode *Simple Random Sampling* dan data dikumpulkan menggunakan kuesioner. Teknik analisis yang digunakan adalah Regresi Linier Berganda.

Hasil penelitian menunjukkan bahwa pembagian informasi, hubungan jangka panjang, dan integrasi proses berpengaruh signifikan terhadap kinerja manajemen rantai pasok KSU Nira Satria. Sedangkan, kerjasama tidak berpengaruh signifikan terhadap kinerja manajemen rantai pasok KSU Nira Satria. Hasil koefisien determinasi sebesar 0,518 menunjukkan bahwa kemampuan variabel independen dalam menjelaskan variabel dependen adalah 51,8%.

SUMMARY

Cooperatives have an important role in improving people's welfare. Coconut palm sugar processing industry in Banyumas Regency is a potential industry to be developed. The Multipurpose Cooperative (KSU) of Nira Satria was present among the people of Banyumas Regency whose role was to increase the bargaining position of farmer / sugar producers in terms of quality, quantity, and price.

Competition between supply chain networks is a problem in coconut palm sugar agribusiness at KSU Nira Satria, this needs to be considered for KSU Nira Satria through improved performance. The purpose of this study is 1) to know the general description of KSU Nira Satria. 2) analyze the effect of information sharing, long-term relationships, cooperation, and process integration on the performance of KSU's Nira Satria supply chain management. The population in this study were members of KSU Nira Satria which were certified organic. The sample used was 100 respondents from the entire population of 880 using the Simple Random Sampling method and the data collected using questionnaires. The analysis technique used is Multiple Linear Regression.

The results showed that information sharing, long-term relationships, and process integration had a significant effect on the supply chain management performance of KSU Nira Satria. Meanwhile, cooperation does not have a significant effect on the supply chain management performance of KSU Nira Satria. The results of the determination coefficient of 0.518 indicate that the ability of the independent variable in explaining the dependent variable is 51.8%.