

ABSTRAK

Penelitian ini membahas mengenai apakah ada pengaruh berbagi informasi terhadap UMKM Mie Ayam dan Bakso di Ciledug, apakah ada pengaruh hubungan jangka panjang terhadap UMKM Mie Ayam dan Bakso di Ciledug, apakah ada pengaruh kerjasama terhadap UMKM Mie Ayam dan Bakso di Ciledug, dan apakah ada pengaruh integrasi proses terhadap UMKM Mie Ayam dan Bakso di Ciledug. Adapun variabel yang digunakan untuk mengetahui pengaruh manajemen rantai pasok yaitu berbagi informasi, hubungan jangka panjang, kerjasama, integrasi proses, dan kinerja UMKM Mie Ayam dan Bakso di Ciledug. Metode penelitian ini yaitu kuantitatif asosiatif. Sampel yang digunakan sejumlah 100 UMKM Mie Ayam dan Bakso di Ciledug. Data diambil menggunakan kuesioner sejumlah 28 instrumen, yang terdiri dari 22 instrumen pada variabel bebas dan 6 instrumen dari variabel terikat. Data diolah dengan bantuan Microsoft excel dan Program *IBM SPSS Statistics 25*. Hasil penelitian ini menunjukkan bahwa tidak ada pengaruh yang signifikan berbagi informasi terhadap kinerja UMKM Mie Ayam dan Bakso, adanya pengaruh positif dan signifikan hubungan jangka panjang terhadap UMKM Mie Ayam dan Bakso di Ciledug, adanya pengaruh positif dan signifikan kerjasama terhadap UMKM Mie Ayam dan Bakso di Ciledug dan adanya pengaruh positif dan signifikan integrasi proses kinerja UMKM Mie Ayam dan Bakso di Ciledug.

Kata kunci : Manajemen Operasional, Manajemen Rantai Pasok, Kinerja Usaha Mikro Kecil dan Menengah.

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ABSTRACT

This research discusses whether there is an influence of information exchange on Chicken Noodle and Meatball MSMEs in Ciledug, whether there is an influence of long-term relationships on Chicken Noodle and Meatball MSMEs in Ciledug, whether there is an influence of cooperation on Chicken Noodle and Meatball MSMEs in Ciledug, and whether there is The influence of process integration on Chicken Noodle and Meatball MSMEs in Ciledug. The variables used to determine the influence of supply chain management are information sharing, long-term relationships, cooperation, integration processes, and the performance of Chicken Noodle and Meatball MSMEs in Ciledug. This research method is associative quantitative. The samples used were 73 Chicken Noodle and Meatball MSMEs in Ciledug. Data was collected using a questionnaire with 28 instruments, consisting of 22 instruments on the independent variable and 6 instruments on the dependent variable. The data was processed with the help of Microsoft Excel and the IBM SPSS Statistics 25 program. The results of this research show that there is no significant effect of sharing information on the performance of Chicken and Meatball Noodle MSMEs, there is a positive and significant influence of long-term relationships on Chicken Noodle and Meatball MSMEs in Ciledug, there is a positive and significant influence of cooperation on Chicken and Meatball Noodle MSMEs in Ciledug. Ciledug Ciledug and the positive and significant influence of integration on the performance of Chicken Noodle and Meatball MSMEs in Ciledug.

Keywords: *Operational Management, Supply Chain Management, Performance of Micro, Small and Medium Enterprises.*