

ABSTRACT

THE INFLUENCE OF SUPPLY CHAIN MANAGEMENT AND TOTAL QUALITY MANAGEMENT ON OPERATIONAL PERFORMANCE *(A Survey on Pandan Woven Handicraft MSMEs in the Rajapolah Handicraft Industry Center)*

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This research aims to determine and analyze the effect of supply chain management and total quality management on the operational performance of pandan woven handicraft MSMEs in the Rajapolah Handicraft Industry Center. The increasing number of woven handicraft MSMEs has intensified business competition, raised product quality standards, and led to changes in market demands. Consequently, MSME owners are not only required to produce handicraft products but also to implement appropriate managerial strategies in order to enhance operational performance. The research method employed is a survey method with a quantitative approach. The data used are cross-sectional data derived from primary sources, with a total of 45 MSME owners as respondents selected through a saturated sampling technique. Data processing was carried out using SPSS software version 24. The data analysis technique applied was multiple linear regression analysis. The results indicate that supply chain management has a positive and significant effect on operational performance, suggesting that effective supply chain management can improve operational performance. Furthermore, total quality management also has a positive and significant effect on operational performance, indicating that continuous quality implementation contributes to the improvement of operational performance.

Keywords: supply chain management, total quality management, operational performance.

ABSTRAK

PENGARUH *SUPPLY CHAIN MANAGEMENT* DAN *TOTAL QUALITY MANAGEMENT* TERHADAP KINERJA OPERASIONAL

(Survei pada UMKM Anyaman Pandan di Sentra Industri Kerajinan Rajapolah)

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Penelitian ini bertujuan untuk untuk mengetahui dan menganalisis pengaruh *supply chain management* dan *total quality management* terhadap kinerja operasional UMKM anyaman pandan di Sentra Industri Kerajinan Rajapolah. Meningkatnya jumlah UMKM kerajinan anyaman menyebabkan persaingan usaha yang semakin ketat serta tuntutan kualitas produk yang lebih tinggi dan perubahan kebutuhan pasar, sehingga para pimpinan UMKM tidak hanya dituntut untuk menghasilkan produk kerajinan, tetapi juga perlu menerapkan strategi manajerial yang tepat, guna meningkatkan kinerja operasional. Metode penelitian yang digunakan yaitu metode survei dengan pendekatan kuantitatif. Jenis data yang digunakan yaitu data *cross section* yang bersumber dari data primer, dengan jumlah responden sebanyak 45 pimpinan UMKM melalui teknik sampling jenuh. Pengolahan data dilakukan menggunakan perangkat lunak SPSS versi 24. Teknik analisis data menggunakan analisis regresi linier berganda, yang mana hasil penelitian menunjukkan bahwa *supply chain management* berpengaruh positif dan signifikan terhadap kinerja operasional, yang mengindikasikan bahwa pengelolaan *supply chain* yang baik mampu meningkatkan kinerja operasional, dan *total quality management* berpengaruh positif dan signifikan terhadap kinerja operasional, yang menunjukkan bahwa penerapan kualitas secara berkelanjutan dapat meningkatkan kinerja operasional.

Kata kunci: *supply chain management*, *total quality management*, kinerja operasional.