

ABSTRACT

THE EFFECTS OF INFORMATION SHARING, LONG-TERM RELATIONSHIP, COOPERATION AND PROCESS INTEGRATION ON OPERATIONAL PERFORMANCE

*(Cases Among Microm Small, and Medium Sized Meatball Businesses in Garut
City Subdistrict)*

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The purpose of this study is to identify and analyze the influence of Information Sharing, Long-Term Relationships, Cooperation, and Process Integration on Operational Performance in Micro, Small, and Medium-Sized Meatball Businesses in Garut Kota District. The research method used is a quantitative approach employing a survey method. The sampling technique used the Slovin formula with a sample size of 50 meatball MSME operators from a population of 91 meatball MSMEs located in Garut Kota District that already have a Business Identification Number (NIB). Data collection was conducted by distributing questionnaires to the respondents. The data analysis technique used was Multiple Linear Regression Analysis with the assistance of the Successive Interval (MSI) method, and data processing was performed using Statistical Product and Service Solution (SPSS) software version 25. The results of the study indicate that: (1) Information Sharing has a negative effect on Operational Performance; (2) Long-Term Relationship has a positive effect on Operational Performance; (3) Cooperation has a positive effect on Operational Performance; (4) Process Integration has a positive effect on Operational Performance:

Keywords: *Information Sharing, Long-Term Relationship, Cooperation, Process Integration, Operational Performance*

ABSTRAK

PENGARUH *INFORMATION SHARING*, *LONG-TERM RELATIONSHIP*, *COOPERATION* DAN *PROCESS INTEGRATION* TERHADAP KINERJA OPERASIONAL

(Kasus Pada Usaha Mikro Kecil dan Menengah Bakso di Kecamatan Garut Kota)

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *Information Sharing*, *Long-Term Relationship*, *Cooperation*, dan *Process Integration* terhadap Kinerja Operasional pada Usaha Mikro Kecil dan Menengah Bakso di Kecamatan Garut Kota. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan metode survey. Teknik pengambilan sampel menggunakan rumus slovin dengan jumlah responden sebanyak 50 pelaku UMKM bakso dari jumlah populasi 91 UMKM bakso yang berada di Kecamatan Garut Kota yang telah memiliki Nomor Induk Berusaha (NIB). Pengumpulan data dilakukan melalui penyebaran kuesioner kepada responden. Teknik analisis data yang digunakan adalah Analisis Regresi Linear Berganda dengan bantuan metode *Successive Interval* (MSI) dan pengolahan data menggunakan perangkat lunak *Statistical Product and Service Solution* (SPSS) versi 25. Hasil penelitian menunjukkan bahwa: (1) *Information Sharing* berpengaruh negatif terhadap Kinerja Operasional; (2) *Long-Term Relationship* berpengaruh positif terhadap Kinerja Operasional; (3) *Cooperation* berpengaruh positif terhadap Kinerja Operasional; (4) *Process Integration* berpengaruh positif terhadap Kinerja Operasional:

Kata Kunci: *Information Sharing*, *Long-Term Relationship*, *Cooperation*, *Process Integration*, Kinerja Operasional