

ABSTRACT
***The Impact of Long Term Relationship and Internet of Things
on Operational Performance
(A Case Study of Beverage MSMEs Retailers in Tasikmalaya City)***

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This study aims to analyze the effect of Long Term Relationship and Internet of Things on operational performance in beverage outlet MSMEs in Tasikmalaya City. The background of this research is based on the persistence of various operational problems, such as stock shortages, recording errors, and service delays, even though some business actors have implemented long-term relationships with partners and utilized digital technology. This research employs a quantitative method with a causal associative approach. Data collection was carried out through the distribution of questionnaires to 50 respondents who are MSME beverage outlet owners in Tasikmalaya City, using a purposive sampling technique. Data analysis was conducted using multiple linear regression to examine the effect of independent variables on the dependent variable. The results show that Long Term Relationship has a positive and significant effect on operational performance. In addition, Internet of Things also has a positive and significant effect on operational performance, with a more dominant influence compared to Long Term Relationship. Simultaneously, both variables are able to explain 79.1% of the variation in operational performance. This study concludes that improving the quality of long-term relationships with business partners and optimizing the use of Internet of Things-based technology can be important strategies to enhance the efficiency and effectiveness of MSME operational performance.

Keywords: Long Term Relationship, Internet of Things, Operational Performance, MSMEs

ABSTRAK

PENGARUH *LONG TERM RELATIONSHIP* DAN *INTERNET OF THINGS* TERHADAP KINERJA OPERASIONAL (Studi Kasus Pada Gerai Minuman UMKM di Kota Tasikmalaya)

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Penelitian ini bertujuan untuk menganalisis pengaruh *Long Term Relationship* dan *Internet of Things* terhadap kinerja operasional pada UMKM gerai minuman di Kota Tasikmalaya. Latar belakang penelitian ini didasarkan pada masih ditemukannya berbagai permasalahan operasional, seperti kehabisan stok, kesalahan pencatatan, serta keterlambatan pelayanan, meskipun sebagian pelaku usaha telah menerapkan hubungan jangka panjang dengan mitra dan memanfaatkan teknologi digital. Metode penelitian yang digunakan adalah metode kuantitatif dengan pendekatan asosiatif kausal. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada 50 responden yang merupakan pelaku UMKM gerai minuman di Kota Tasikmalaya dengan teknik purposive sampling. Analisis data menggunakan regresi linear berganda untuk menguji pengaruh variabel independen terhadap variabel dependen. Hasil penelitian menunjukkan bahwa *Long Term Relationship* berpengaruh positif dan signifikan terhadap kinerja operasional. Selain itu, *Internet of Things* juga berpengaruh positif dan signifikan terhadap kinerja operasional, dengan pengaruh yang lebih dominan dibandingkan *Long Term Relationship*. Secara simultan, kedua variabel mampu menjelaskan sebesar 79,1% variasi kinerja operasional. Penelitian ini menyimpulkan bahwa peningkatan kualitas hubungan jangka panjang dengan mitra usaha serta optimalisasi pemanfaatan teknologi berbasis *Internet of Things* dapat menjadi strategi penting dalam meningkatkan efisiensi dan efektivitas kinerja operasional UMKM.

Kata kunci: *Long Term Relationship*, *Internet of Things*, Kinerja Operasional, UMKM