

ABSTRAK
PENGARUH *LEAD TIME* , *RESPONSIVENESS*, DAN *WASTE*
DALAM MENINGKATKAN *EFFICIENCY SUPPLY CHAIN*
MELALUI *DEMAND-DRIVEN* MRP

(Suatu Penelitian pada UMKM Batik Kota Tasikmalaya)

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Penelitian ini bertujuan untuk menganalisis pengaruh *Lead Time* , *Responsiveness*, dan *Waste* terhadap *Efficiency Supply Chain* melalui *Demand-Driven Material Requirements Planning* (DDMRP) pada UMKM Batik Tasikmalaya. Metode yang digunakan adalah survei dengan pendekatan kuantitatif. Data diperoleh dari 37 UMKM Batik Tasikmalaya melalui kuesioner dan dianalisis menggunakan metode PLS-SEM dengan bantuan SmartPLS. Hasil penelitian menunjukkan bahwa *Lead Time* , *Responsiveness*, *Waste*, DDMRP, dan *Efficiency Supply Chain* berada pada kategori tinggi. Selain itu, *Lead Time* , *Responsiveness*, dan *Waste* berpengaruh positif dan signifikan terhadap DDMRP. DDMRP juga berpengaruh positif dan signifikan terhadap *Efficiency Supply Chain* serta mampu memediasi hubungan antara *Lead Time* , *Responsiveness*, dan *Waste* terhadap *Efficiency Supply Chain* pada UMKM Batik Tasikmalaya.

Kata Kunci: *Lead Time* , *Responsiveness*, *Waste*, *Demand-Driven Material Requirements Planning* (DDMRP), dan *Efficiency Supply Chain*.

ABSTRACT
**THE EFFECT OF LEAD TIME , RESPONSIVENESS, AND
WASTE ON IMPROVING SUPPLY CHAIN EFFICIENCY
THROUGH DEMAND-DRIVEN MATERIAL REQUIREMENTS
PLANNING (DDMRP)**

(A Study on UMKM Batik in City Tasikmalaya)

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This study aims to analyze the effect of Lead Time , Responsiveness, and Waste on Supply Chain Efficiency through Demand-Driven Material Requirements Planning (DDMRP) at UMKM Batik Tasikmalaya. The research employed a survey method with a quantitative approach. Data were collected from 37 UMKM Batik Tasikmalaya through questionnaires and analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS software. The results indicate that Lead Time , Responsiveness, Waste, DDMRP, and Supply Chain Efficiency are categorized as high. Furthermore, Lead Time , Responsiveness, and Waste have a positive and significant effect on DDMRP. DDMRP also has a positive and significant effect on Supply Chain Efficiency and is able to mediate the relationship between Lead Time , Responsiveness, and Waste and Supply Chain Efficiency at UMKM Batik Tasikmalaya.

Keyword: *Lead Time , Responsiveness, Waste, Demand–Driven Material Requirements Planning (DDMRP), and Efficiency Supply Chain.*