

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh pelaksanaan integrasi kualitas rantai pasokan pada sistem produksi kustomisasi massal dan modularitas produk terhadap kinerja kompetitif perusahaan. Data diambil dari 78 perusahaan UMKM di Daerah Istimewa Yogyakarta, Jawa Tengah, dan sekitarnya yang menerapkan kustomisasi massal dan modularitas produk, serta melaksanakan integrasi kualitas rantai pasokan. Data tersebut kemudian digunakan untuk menguji model penelitian dengan pendekatan *structural equation modeling-partial least square* (SEM-PLS). Hasil analisis menunjukkan bahwa kustomisasi massal secara positif berpengaruh terhadap integrasi kualitas pemasok dan integrasi kualitas internal, tetapi tidak memiliki pengaruh terhadap integrasi kualitas pelanggan. Sebaliknya, modularitas produk berpengaruh secara positif terhadap integrasi kualitas internal, namun tidak berpengaruh terhadap integrasi kualitas pemasok dan integrasi kualitas pelanggan. Sementara itu, integrasi kualitas pemasok, integrasi kualitas internal, serta integrasi kualitas pelanggan berpengaruh positif terhadap kinerja kompetitif perusahaan.

Kata kunci: integrasi kualitas rantai pasokan, kustomisasi massal, modularitas produk, integrasi kualitas pemasok, integrasi kualitas internal, integrasi kualitas pelanggan, kinerja kompetitif perusahaan.

ABSTRACT

This study aims to determine the impact of implementing supply chain quality integration under mass customization and product modularity production system on competitive performance. Data were collected from 78 small- and medium-sized enterprises (SMEs) who located in Special Region of Yogyakarta, Central Java, and surrounding areas that applied mass customization and product modularity, as well as implemented supply chain quality integration. Data are used to test the research model using the structural equation modeling-partial least square (SEM-PLS) approach. The results indicate that mass customization positively impacts supplier quality integration and internal quality integration, yet have no impact on customer quality integration. On the other hand, product modularity has positive impact on internal quality integration, but have no impact on supplier quality integration and customer quality integration. Meanwhile, supplier quality integration, internal quality integration, and customer quality integration positively impact competitive performance.

Keywords: *supply chain quality integration, mass customization, product modularity, supplier quality integration, internal quality integration, customer quality integration, competitive performance.*