



INTISARI

Beras Sleman merupakan produk beras premium asli Kabupaten Sleman yang diproduksi Gapoktan Sidomulyo. Penilaian triadik tentang bagaimana manajemen rantai pasokan, program pemerintah, dan kualitas hubungan mempengaruhi keunggulan kompetitif secara simultan, sebagai hal baru dan tujuan penelitian ini. Penelitian ini dilakukan di Kabupaten Sleman, Yogyakarta, Indonesia. Menggunakan kuesioner terstruktur, 103 pemangku kepentingan rantai pasok beras Sleman, seperti petani, asosiasi petani, dan pengecer, diwawancarai. Model persamaan struktural (SEM) digunakan untuk menganalisis indikator variabel penelitian. Hasil penelitian mengungkapkan bahwa dua indikator (asuransi petani pada program pemerintah dan kontrak sebagai komitmen pada kualitas hubungan) dibuang karena gagal dalam uji validitas diskriminan. Kepercayaan (indikator kualitas hubungan) menduduki peringkat tertinggi dengan nilai 0,938 dari uji validitas diskriminan. Manajemen rantai pasok dan kualitas hubungan secara langsung mempengaruhi keunggulan kompetitif Beras Sleman. Program pemerintah tidak memiliki efek langsung yang signifikan terhadap keunggulan kompetitif, tetapi efek total yang signifikan terhadap keunggulan kompetitif dan kinerja rantai pasok dengan manajemen rantai pasok sebagai variabel mediasi. Manajemen rantai pasok, keunggulan kompetitif, dan kualitas hubungan berpengaruh langsung positif terhadap kinerja rantai pasok Beras Sleman. Manajemen rantai pasok dan kualitas hubungan berpengaruh tidak langsung positif terhadap keunggulan kompetitif Beras Sleman. Program pemerintah pada tingkat petani dengan indikator bantuan subsidi pupuk, penyuluhan, dan revitalisasi irigasi berupa pendukung logistik berpengaruh positif secara tidak langsung pada keunggulan kompetitif, namun tidak signifikan. Peran terbesar yang dapat disarankan kepada pelaku usaha tani padi adalah meningkatkan kualitas hubungan, terutama kepercayaan.

Kata kunci: manajemen rantai pasok, keunggulan kompetitif, program pemerintah, kualitas hubungan, beras sleman.

ABSTRACT

Sleman rice is a premium rice product native to Sleman Regency, produced by Gapoktan Sidomulyo. A triadic assessment of how supply chain management, government programs, and the quality of relationships affect competitive advantage simultaneously is a novelty and the goal of this study. This research was conducted in Sleman Regency, Yogyakarta, Indonesia. Using a structured questionnaire, 103 stakeholders of the Sleman rice supply chain, such as farmers, farmer associations, and retailers, were interviewed. The structural equation (SEM) model was used to analyze the indicators of research variables. The results of the study revealed that two indicators (farmer insurance on government programs and contracts as a commitment to the quality of relationships) were discarded because they failed the discriminatory validity test. Trust (an indicator of relationship quality) was ranked highest with a score of 0.938 from the discriminant validity test. Supply chain management and quality of relationships directly affect Sleman Rice's competitive advantage. Government programs do not have a significant direct effect on competitive advantage, but a significant total effect on competitive advantage and supply chain performance, with supply chain management as a mediating variable. Supply chain management, competitive advantage, and relationship quality have a direct positive effect on the performance of the Sleman Rice supply chain. Supply chain management and relationship quality have an indirect positive effect on Sleman Rice's competitive advantage. Government programs at the farmer level with indicators of fertilizer subsidies, counseling, and irrigation revitalization assistance in the form of logistics support have a positive effect indirectly on competitive advantage, but are not significant. The biggest role that can be suggested to rice farming entrepreneurs is to improve the quality of relationships, especially trust.

Keywords: supply chain management, competitive advantage, government programs, relationship quality, Sleman Rice,