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Pengaruh Kinerja Logistik terhadap Daya Saing Ekspor UMKM (Studi Kasus UMKM Berorientasi Ekspor di Kalimantan Timur)
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INTISARI

Kinerja logistik merupakan salah satu faktor penting dalam mendukung peningkatan daya saing ekspor UMKM. Namun demikian, UMKM di Kalimantan Timur masih menghadapi berbagai kendala logistik, seperti keterbatasan infrastruktur distribusi, tingginya biaya pengiriman, kompleksitas proses ekspor, serta keterbatasan integrasi digital dalam rantai pasok. Kondisi tersebut memengaruhi kemampuan UMKM dalam menjangkau pasar internasional dan mempertahankan daya saing produk ekspor. Penelitian ini bertujuan untuk menganalisis pengaruh Kinerja Logistik yang dihadapi UMKM terhadap Daya Saing Ekspor UMKM di Kalimantan Timur serta mengidentifikasi alasan indikator tertentu memengaruhi aktivitas ekspor UMKM.

Penelitian ini menggunakan pendekatan *mixed methods* dengan desain *sequential explanatory*. Tahap kuantitatif dilakukan melalui penyebaran kuesioner kepada 58 UMKM ekspor di Kalimantan Timur dan dianalisis menggunakan metode *Partial Least Square-Structural Equation Modeling* (PLS-SEM). Tahap kualitatif dilakukan melalui wawancara mendalam untuk memperkuat interpretasi hasil kuantitatif dan memahami kondisi empiris UMKM ekspor secara lebih komprehensif.

Hasil penelitian menunjukkan bahwa Kinerja Logistik memiliki pengaruh positif dan signifikan terhadap Daya Saing Ekspor UMKM. Temuan ini mengindikasikan bahwa peningkatan kualitas layanan logistik, efisiensi distribusi, ketepatan waktu pengiriman, serta dukungan infrastruktur logistik berkontribusi terhadap peningkatan kemampuan UMKM dalam bersaing di pasar internasional. Penelitian juga menemukan bahwa UMKM cenderung memilih pasar ekspor dengan akses logistik yang lebih mudah seperti kawasan ASEAN dan China. Selain itu, sebagian besar UMKM masih berada pada tahap awal transformasi digital ekspor dengan dominasi penggunaan media sosial dibandingkan platform digital logistik yang terintegrasi. Hasil wawancara menunjukkan bahwa keterbatasan infrastruktur, biaya logistik, akses pasar, dan kapasitas digital masih menjadi tantangan utama dalam pengembangan ekspor UMKM.

Secara teoritis, penelitian ini memperkuat konsep *Supply Chain Management* dan *Logistics Performance* yang menjelaskan bahwa efisiensi logistik, konektivitas distribusi, dan kualitas layanan logistik memengaruhi kemampuan usaha dalam bersaing di pasar internasional. Secara praktis, penelitian ini memberikan implikasi bahwa penguatan infrastruktur logistik, peningkatan efisiensi layanan *customs*, integrasi sistem distribusi, serta percepatan digitalisasi UMKM perlu menjadi prioritas dalam mendukung peningkatan daya saing ekspor UMKM di Kalimantan Timur.

Kata Kunci: Kinerja Logistik, Daya Saing Ekspor, UMKM, *Mixed Methods*, PLS-SEM, Kalimantan Timur.

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ABSTRACT

Logistics performance is one of the important factors in enhancing the export competitiveness of Micro, Small, and Medium Enterprises (MSMEs). However, MSMEs in East Kalimantan still face various logistical challenges, including limited distribution infrastructure, high shipping costs, export process complexity, and limited digital integration within the supply chain. These conditions affect the ability of MSMEs to access international markets and maintain the competitiveness of their export products. This study aims to analyze the effect of Logistics Performance faced by MSMEs on their Export Competitiveness in East Kalimantan and to identify various factors influencing MSME export activities.

This study employed a *mixed methods* approach using a *sequential explanatory* design. The quantitative phase was conducted through questionnaire distribution to 58 export-oriented MSMEs in East Kalimantan and analyzed using the *Partial Least Square–Structural Equation Modeling* (PLS-SEM) method. The qualitative phase was conducted through in-depth interviews to strengthen the interpretation of the quantitative findings and to gain a more comprehensive understanding of the empirical conditions of export-oriented MSMEs.

The results indicate that Logistics Performance has a positive and significant effect on MSME Export Competitiveness. These findings suggest that improvements in logistics service quality, distribution efficiency, delivery timeliness, and logistics infrastructure contribute to enhancing the ability of MSMEs to compete in international markets. The study also found that MSMEs tend to target export markets with easier logistics access, such as ASEAN countries and China. In addition, most MSMEs are still in the early stages of export digital transformation, characterized by the dominance of social media usage compared to integrated digital logistics platforms. The interview results further reveal that infrastructure limitations, logistics costs, market access, and digital capability remain major challenges in developing MSME exports.

Theoretically, this study strengthens the concepts of *Supply Chain Management* and *Logistics Performance*, which explain that logistics efficiency, distribution connectivity, and logistics service quality influence firms' ability to compete in international markets. Practically, this study implies that strengthening logistics infrastructure, improving customs service efficiency, integrating distribution systems, and accelerating MSME digitalization should become priorities in supporting the enhancement of MSME export competitiveness in East Kalimantan.

Keywords: *Logistics Performance, Export Competitiveness, MSMEs, Mixed Methods, PLS-SEM, East Kalimantan.*