Analisis *Critical Success Factor* Pelaksanaan Manajemen Rantai Pasok dan Pengaruhnya Terhadap Performa Usaha Mikro Kecil Olahan Ikan di Kabupaten Sleman

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ABSTRAK

Usaha dalam skala mikro kecil olahan ikan jumlahnya mengalami peningkatan dari tahun ke tahun. Usaha Mikro Kecil (UMK) harus memiliki sistem produksi yang handal dari hulu hingga hilir agar dapat bertahan dan bersaing dengan kompetitornya. Salah satu caranya dapat dilakukan dengan pelaksanaan Manajemen Rantai Pasok (MRP). Identifikasi *Critical Success Factor* (CSF) dapat dilakukan untuk mengetahui faktor penentu keberhasilan dalam pelaksanaan MRP. Penelitian ini dilakukan untuk mengetahui sejauh mana tingkat pelaksanaan MRP, identifikasi CSF serta pengaruhnya terhadap performa usaha.

Analisis dilakukan dengan metode *Mann Whitney U-Test* untuk mengetahui perbedaan pelaksanaan MRP berdasarkan kapasitas produksi. Sedangkan analisis hubungan terhadap performa usaha dilakukan dengan metode *Spearman Rank Correlation*. Jumlah responden sebanyak 17 industri yang ditentukan dengan metode *purposive sampling*.

Hasil penelitian menunjukkan terdapat 58,82 % UMK dengan tingkat pelaksanaan MRP yang cukup hingga sangat baik. Terdapat Satu CSF yaitu pertukaran informasi dengan anggota rantai pasok yang berhubungan secara signifikan dengan peforma usaha dengan kekuatan korelasi yang kuat serta arah hubungan yang positif. Sementara 13 aktivitas MRP juga berhubungan secara signifikan dengan performa usaha, dengan kekuatan korelasi kuat dan sangat kuat serta arah hubungan yang positif.

Kata kunci : industri kecil olahan ikan, pelaksanaan manajemen rantai pasok, CSF, performa usaha, *Spearman Rank Correlation*

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Critical Success Factor Analysis Implementation of Supply Chain Management and Its Effect on Performance of Small Micro Processed Fish Enterprises in Sleman

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ABSTRACT

The number of small micro precessed fish enterprises has increased year by year. Small Micro Enterprises (MSEs) must have a reliable production system from upstream to downstream in order to survive and compete with competitors. One way to do is by the implementation of Supply Chain Management (SCM). Identification of Critical Success Factor (CSF) can be performed to determine the critical success factors in the implementation of SCM especially small micro processed fish enterprises. This study was conducted to determine the extent of the implementation of SCM, the identification of CSF as well as their relationship to the performance of the MSEs.

Scores of respondents grouped by *Sturgess* rules to determine the extent of the implementation of SCM in the small micro processed fish enterprises. *Mann Whitney U-test* also conducted to determine whether there is any difference in the implementation of supply chain management based on the production capacity. While the analysis of the relationship with the performance of the MSEs carried out by the method of *Spearman Rank Correlation*. Respondents in this study were 17 small micro processed fish enterprises that determined by purposive sampling method.

The results showed 58.82 % of MSEs has the level of implementation of SCM at a level sufficient to very good. There is one CSF, that is the exchange of information with members of the supply chain associated significantly with performance of SMEs by a strong correlation strength and direction of a positive relationship. Meanwhile there are 13 SCM activities were also significantly related with performance of SMEs by the strength of strong to very strong correlations with the direction of a positive relationship.

Keyword : small micro processed fish enterprises, implementation of supply chain management, CSF, business performance, *Spearman Rank Correlation*

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