

ABSTRAK

Skripsi dengan judul “Analisis Pengaruh Kualitas Produk dan Proses Bisnis terhadap Keunggulan Kompetitif pada UMKM Makanan Olahan di Kabupaten Blitar” yang ditulis oleh Septi Uliasari, NIM 1860405221025, Program Studi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, dengan dosen pembimbing Abdul Haris Perwiranegara, S.E., M.M.

Kata Kunci: kualitas produk, proses bisnis, keunggulan kompetitif, UMKM makanan olahan.

Usaha Mikro, Kecil, dan Menengah (UMKM) merupakan salah satu pilar utama perekonomian nasional yang berperan penting dalam penyerapan tenaga kerja dan peningkatan Produk Domestik Bruto. Di Kabupaten Blitar, sektor UMKM makanan olahan mengalami perkembangan yang cukup pesat, namun pertumbuhan tersebut belum sepenuhnya diikuti dengan peningkatan kualitas internal usaha. Masih ditemukan permasalahan berupa inkonsistensi kualitas produk, keterbatasan standarisasi operasional, serta belum optimalnya pengelolaan proses bisnis, sehingga berdampak pada rendahnya daya saing usaha. Oleh karena itu, kualitas produk dan proses bisnis dipandang sebagai faktor penting dalam menciptakan keunggulan kompetitif UMKM.

Penelitian ini bertujuan untuk: (1) menganalisis pengaruh kualitas produk dan proses bisnis secara simultan terhadap keunggulan kompetitif; (2) menganalisis pengaruh kualitas produk terhadap keunggulan kompetitif; dan (3) menganalisis pengaruh proses bisnis terhadap keunggulan kompetitif pada UMKM makanan olahan di Kabupaten Blitar.

Penelitian ini menggunakan pendekatan kuantitatif dengan desain asosiatif kausal. Sampel ditentukan melalui teknik purposive sampling, sedangkan data primer diperoleh melalui penyebaran kuesioner dengan skala Likert lima poin. Analisis data dilakukan menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji t, uji F, serta koefisien determinasi (R^2).

Hasil penelitian menunjukkan bahwa: (1) kualitas produk dan proses bisnis secara simultan berpengaruh positif dan signifikan terhadap keunggulan kompetitif; (2) kualitas produk secara parsial berpengaruh positif dan signifikan terhadap keunggulan kompetitif; dan (3) proses bisnis secara parsial berpengaruh positif dan signifikan terhadap keunggulan kompetitif pada UMKM makanan olahan di Kabupaten Blitar. Dengan demikian, peningkatan kualitas produk dan pengelolaan proses bisnis yang baik menjadi faktor penting dalam memperkuat daya saing UMKM secara berkelanjutan.

ABSTRACT

The thesis entitled “Analysis of the Effect of Product Quality and Business Processes on Competitive Advantage in Processed Food Micro, Small, and Medium Enterprises in Blitar Regency” was written by Septi Uliasari, Student Identification Number 1860405221025, Sharia Business Management Study Program, Faculty of Islamic Economics and Business, State Islamic University of Sayyid Ali Rahmatullah Tulungagung, under the supervision of Abdul Haris Perwiranegara, S.E., M.M.

Keywords: product quality, business processes, competitive advantage, processed food MSMEs.

Micro, Small, and Medium Enterprises (MSMEs) constitute one of the main pillars of the national economy and play an important role in employment absorption and Gross Domestic Product growth. In Blitar Regency, the processed food MSME sector has experienced considerable growth; however, such expansion has not been fully accompanied by improvements in internal business quality. Several problems remain, including inconsistent product quality, limited operational standardization, and suboptimal business process management, which have resulted in weak business competitiveness. Therefore, product quality and business processes are regarded as important factors in creating the competitive advantage of MSMEs.

This study aims to: (1) analyze the simultaneous effect of product quality and business processes on competitive advantage; (2) analyze the effect of product quality on competitive advantage; and (3) analyze the effect of business processes on competitive advantage in processed food MSMEs in Blitar Regency.

This study employed a quantitative approach with a causal associative research design. The sample was determined through purposive sampling, while primary data were collected through questionnaires using a five-point Likert scale. Data analysis was conducted using validity testing, reliability testing, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination (R^2).

The results of the study indicate that: (1) product quality and business processes simultaneously have a positive and significant effect on competitive advantage; (2) product quality partially has a positive and significant effect on competitive advantage; and (3) business processes partially have a positive and significant effect on competitive advantage in processed food MSMEs in Blitar Regency. Thus, improving product quality and managing business processes effectively are important factors in strengthening the sustainable competitiveness of MSMEs.