

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *strategy flexibility* dan *manufacturing flexibility* terhadap kinerja perusahaan melalui *Supply Chain-Agility* sebagai variabel intervening pada UKM batik di Yogyakarta. Populasi dalam penelitian ini adalah UKM Batik yang berada di Yogyakarta dengan jumlah sampel sebanyak 96 dihitung berdasarkan *Convenience simple random sampling*. Pengujian hipotesis dalam penelitian ini menggunakan alat PLS. Hasil dari penelitian ini membuktikan bahwa fleksibilitas strategi tidak berpengaruh positif dan signifikan terhadap kelincahan rantai pasokan, fleksibilitas manufaktur berpengaruh positif dan signifikan terhadap kelincahan rantai pasokan, fleksibilitas strategi berpengaruh positif dan signifikan terhadap kinerja perusahaan, fleksibilitas manufaktur tidak berpengaruh positif dan signifikan terhadap kinerja perusahaan, kelincahan rantai pasokan berpengaruh positif dan signifikan terhadap kinerja perusahaan pada UKM Batik di Yogyakarta.

Kata kunci : *Supply Chain-Agility, Flexibility Strategy, Manufacturing strategy,* kinerja perusahaan

ABSTRACT

This study aims to determine the effect of flexibility and manufacturing flexibility strategies on company performance through Supply Chain-Agility as an intervening variable in batik SMEs in Yogyakarta. The population in this study was Batik UKM in Yogyakarta with a total sample of 96 calculated based on Convenience simple random sampling. Testing the hypothesis in this study using PLS tools. The results of this study prove that strategy flexibility does not have a positive and significant effect on supply chain agility, manufacturing flexibility has a positive and significant effect on supply chain agility, strategy flexibility has a positive and significant effect on company performance, manufacturing flexibility has no positive and significant effect on company performance. supply chain agility has a positive and significant effect on company performance in Batik SMEs in Yogyakarta.

Keywords: Supply Chain-Agility, Flexibility Strategy, Manufacturing strategy, company performance