

**PENGARUH *INTERNAL INTEGRATION, SUPPLIER INTEGRATION, CUSTOMER INTEGRATION, PRODUCT QUALITY, DAN FINANCIAL PERFORMANCE* PADA
UMKM MAKANAN DAN MINUMAN DI KALIMANTAN TIMUR**

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ABSTRAK

UMKM adalah unit usaha yang memiliki peran penting dalam perkembangan dan pertumbuhan ekonomi Indonesia, dimana dengan adanya UMKM peluang kesempatan kerja semakin meningkat. UMKM juga disebut sebagai aktivitas yang ada hubngannya dengan ekonomi dan perekonomian dalam bentuk penggerak pembangunan Indonesia (Gofin, 2021)). Penelitian ini bertujuan untuk menguji kembali pengaruh variabel *internal integration, supplier integration, customer integration, product quality, dan financial performance* pada UMKM makanan dan minuman di Kalimantan Timur. Penelitian ini adalah penelitian kuantitatif dengan jenis penelitian kausal yang menggunakan *structural equation modeling method* dan *software AMOS 22*. Hasil penelitian menunjukkan seluruh hipotesis signifikan terdukung, kecuali *supplier integration* terhadap *financial performance*

Kata Kunci: *internal integration, supplier integration, customer integration, product quality, dan financial performance*



THE EFFECT OF INTERNAL INTEGRATION, SUPPLIER INTEGRATION, CUSTOMER INTEGRATION, PRODUCT QUALITY, AND FINANCIAL PERFORMANCE ON FOOD AND BEVERAGE MSMEs IN EAST KALIMANTAN

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ABSTRACT

UMKM are business units that have an important role in the development and growth of the Indonesian economy, where with the existence of MSMEs, job opportunities are increasing. MSMEs are also referred to as activities that have something to do with the economy and the economy in the form of Indonesia's development drivers (Gofin, 2021). This study aims to re-examine the influence of the variables of internal integration, supplier integration, customer integration, product quality, and financial performance on food and beverage UMKM in East Kalimantan. This research is a quantitative research with the type of causal research that uses the structural equation modeling method and AMOS 22 software. The results show that all significant hypotheses are supported, except for supplier integration to financial performance.

Keywords : supplier integration, customer integration, product quality, dan financial performance