

ABSTRAK

Retanka Sembiring, NIM : 7173210030. “Dampak Tekanan Pemangku Kepentingan Organisasi dan Tekanan Pemangku Kepentingan Regulator Terhadap Kinerja Keuangan Usaha Kecil Produksi Makanan di Kota Medan”

Penelitian ini bertujuan untuk mengetahui dampak tekanan pemangku kepentingan organisasi dan pemangku kepentingan regulator terhadap kinerja keuangan usaha kecil produksi makanan di Kota Medan. Pada penelitian ini populasi usaha kecil produksi makanan di Kota Medan yang terdaftar di Dinas Koperasi UMKM Kota Medan berjumlah 90 unit usaha. Perhitungan sampel dalam penelitian ini diambil menggunakan rumus slovin. Berdasarkan metode tersebut diperoleh sampel sebesar 47 unit usaha kecil produksi makanan di Kota Medan. Pengambilan sampel diambil menggunakan metode *cluster random sampling* dari setiap kelurahan di Kota Medan. Teknik pengumpulan data pada penelitian ini dengan cara menyebarkan kuesioner yang pengukurannya dengan skala likert dan diolah secara statistik dengan analisis jalur dan pengujian hipotesis dengan cara *bootstrapping* yang sebelumnya data telah diuji menggunakan uji validitas dan reliabilitas. Pengolahan data menggunakan program SmartPLS versi 4.0. Hasil penelitian menunjukkan bahwa tekanan pemangku kepentingan organisasi memiliki dampak positif dan signifikan terhadap kinerja keuangan. Sedangkan tekanan pemangku kepentingan regulator memiliki dampak negatif dan tidak signifikan terhadap kinerja keuangan.

Kata Kunci : Tekanan Pemangku Kepentingan Organisasi, Tekanan Pemangku Kepentingan Regulator, Kinerja Keuangan

ABSTRACT

Retanka Sembiring, NIM : 7173210030. “Impact of Pressure from Organizational Stakeholders and Regulatory Stakeholders on the Financial Performance of Small Food Production Businesses in Medan City”

This study aims to determine the impact of pressure from organizational stakeholders and regulatory stakeholders on the financial performance of small food production businesses in Medan City. In this study, the population of small food production businesses in Medan City registered with the Medan City MSME Cooperative Service amounted to 90 business units. Calculation of the sample in this study was taken using the slovin formula. Based on this method, a sample of 47 small food production business units in Medan City was obtained. Sampling was taken using the cluster random sampling method from every kelurahan in Medan City. The data collection technique in this study was by distributing questionnaires whose measurements were using a Likert scale and statistically processed by path analysis and hypothesis testing by means of bootstrapping. Previously, the data had been tested using validity and reliability tests. Data processing using the SmartPLS version 4.0 program. The results of the study indicate that organizational stakeholder pressure has a positive and significant impact on financial performance. Meanwhile, pressure from regulatory stakeholders has a negative and insignificant impact on financial performance.

Keywords: *Organizational Stakeholder Pressure, Regulatory Stakeholder Pressure, Financial Performance*