

# **PENGARUH STRATEGI OPERASI TERHADAP KINERJA USAHA KULINER DI KOTA MALANG**

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## **Abstrak**

Penelitian ini bertujuan menganalisis dan mengkaji pengaruh strategi operasi terhadap kinerja usaha kuliner di kota Malang yang sekarang ini berkembang cukup pesat. Penelitian ini sangat penting dalam mengembangkan usaha kuliner di Malang dengan terlebih dahulu mengetahui strategi operasi dan kinerja usaha kuliner dan kemudian melakukan analisis pengaruh strategi operasi terhadap kinerja usaha kuliner baik secara simultan maupun secara parsial.

Jumlah populasi penelitian sebanyak 67 pengelola dengan kriteria telah menerapkan konsep halal, dari jumlah populasi tersebut hanya 30 responden yang mengisi kuesioner dengan lengkap. Variabel strategi operasi menggunakan *cost*, *quality*, *flexibility* dan *delivery*. Analisis data dilakukan dengan menggunakan rentang skala dan regresi berganda.

Hasil penelitian menunjukkan bahwa pertama strategi operasi dan kinerja usaha kuliner secara umum sangat baik, kedua strategi operasi berpengaruh terhadap kinerja usaha kuliner artinya semakin tepat strategi operasi yang diterapkan akan semakin baik juga kinerja usaha kuliner. Variabel *quality* berpengaruh dominan terhadap kinerja usaha kuliner artinya usaha kuliner lebih menekankan *quality* dibandingkan *cost*, *flexibility* dan *delivery*.

**Kata Kunci :** Strategi Operasi, kinerja usaha

# **THE INFLUENCE OF OPERATION STRATEGY ON CULINARY BUSINESS PERFORMANCE IN MALANG CITY**

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## *Abstract*

This study aims to analyze and examine the effect of operating strategies on culinary business performance in Malang which is currently developing rapidly. This research is very important in developing culinary business in Malang by first knowing the operation strategy and culinary business performance and then analyzing the effect of operating strategies on culinary business performance both simultaneously and partially.

The total population of the study was 67 managers with the criteria applying the halal concept, from the total population only 30 respondents filled out the questionnaire completely. Operating strategy variables use cost, quality, flexibility and delivery. Data analysis was performed using a range of scales and multiple regression.

The results showed that the first operating strategy and culinary business performance were generally very good, both operating strategies had an effect on culinary business performance, meaning that the more appropriate the operating strategy applied would be the better the culinary business performance. Quality variable has dominant influence on culinary business performance, which means culinary efforts emphasize quality over cost, flexibility and delivery.

***Keywords :*** *Operation Strategy, performance*

