

## ABSTRAK

Tujuan utama penelitian ini untuk mengetahui pengaruh strategi operasi yang meliputi strategi biaya, strategi kualitas, strategi pengiriman, dan strategi fleksibilitas terhadap *lean supply chain strategy* pada UKM di Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif dan instrumen penelitian ini menggunakan kuesioner. Jumlah sampel yang digunakan adalah 50 responden yang merupakan UKM di Yogyakarta. Alat uji analisis yang digunakan adalah Regresi Linier Berganda.

Hasil penelitian ini ditemukan bahwa (1) Strategi biaya terbukti berpengaruh positif dan signifikan terhadap *lean supply chain strategy* pada UKM di Yogyakarta; (2) Strategi kualitas terbukti berpengaruh positif dan signifikan terhadap *lean supply chain strategy* pada UKM di Yogyakarta; (3) Strategi pengiriman tidak berpengaruh terhadap *lean supply chain strategy* pada UKM di Yogyakarta; dan (4) Strategi fleksibilitas terbukti berpengaruh positif dan signifikan terhadap *lean supply chain strategy* pada UKM di Yogyakarta.

**Kata Kunci:** Strategi Biaya, Strategi Kualitas, Strategi Pengiriman, Strategi Fleksibilitas, *Lean Supply Chain Strategy*

## ABSTRACT

The main objective of this study is to determine the impact of the operating strategy which includes the cost strategy, quality strategy, delivery strategy, and flexibility strategy on lean supply chain strategy in SMEs in Yogyakarta. This research uses a quantitative approach and the research instrument uses a questionnaire. The number of samples used was 50 respondents who were SMEs in Yogyakarta. The analytical test tool used is Multiple Linear Regression.

The results of this study found that (1) The cost strategy has been proven to have a positive and significant impact on lean supply chain strategy on SMEs in Yogyakarta; (2) The quality strategy has been proven to have a positive and significant impact on lean supply chain strategy for SMEs in Yogyakarta; (3) Delivery strategy does not affect lean supply chain strategy for SMEs in Yogyakarta; and (4) The flexibility strategy has been proven to have a positive and significant impact on lean supply chain strategy for SMEs in Yogyakarta.

**Keywords:** *Cost Strategy, Quality Strategy, Delivery Strategy, Flexibility Strategy, Lean Supply Chain Strategy*