

## ABSTRAK

### **PENGARUH IMPLEMENTASI *ENTERPRISE RISK MANAGEMENT* TERHADAP KINERJA BISNIS UMKM INDUSTRI KREATIF TAPIS SECARA BERKELANJUTAN DI BANDAR LAMPUNG**

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Kinerja UMKM Industri Tapis di Kota Bandar Lampung seringkali mengalami kendala untuk bisa bertahan, tumbuh, dan berkembang. Kendala yang dihadapi antara lain masalah kemampuan sumber daya manusia, kepemilikan inovasi produk, pembiayaan, dan pemasaran yang membuat UMKM tidak mampu bersaing terutama dengan perusahaan besar. Tujuan penelitian ini adalah mengetahui pengaruh dimensi *Enterprise Risk Management* terhadap Kinerja Industri Kreatif Tapis di Bandar Lampung. Penelitian menggunakan metode pengumpulan data melalui angket dan dianalisis menggunakan analisis regresi linier sederhana. Sampel penelitian diambil 100 UMKM di Kota Bandar Lampung. Analisis deskriptif pada masing-masing dimensi ERM menunjukkan bahwa secara umum, industri kreatif UMKM tapis di Bandar Lampung yang diteliti telah menerapkan praktik ERM dengan cukup baik. Berdasarkan uji regresi linier sederhana didapatkan koefisien determinasi sebesar 0,191 yang menunjukkan 19,1 persen ERM mempengaruhi kinerja berkelanjutan UMKM Tapis. Nilai signifikansi didapatkan sangat kecil yaitu 0,001 sehingga penerapan ERM dinilai efektif untuk meningkatkan kinerja berkelanjutan. Kesimpulannya adalah *Enterprise Risk Management* (ERM) berpengaruh positif dan signifikan terhadap kinerja bisnis berkelanjutan UMKM Industri Kreatif Tapis di Kota Bandar Lampung terutama pada dimensi lingkungan internal, informasi dan komunikasi, serta pemantauan.

Kata Kunci : *ERM*, Industri Kreatif Tapis, Kinerja Berkelanjutan, UMKM

## **ABSTRACT**

### **THE EFFECT OF ENTERPRISE RISK MANAGEMENT IMPLEMENTATION ON THE SUSTAINABLE BUSINESS PERFORMANCE OF TAPIS CREATIVE INDUSTRY MSMEs IN BANDAR LAMPUNG**

By

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*The performance of Tapis Industry MSMEs in Bandar Lampung City often experiences experience obstacles to survive, grow, and develop. The constraints faced include problems of human resource capabilities, ownership of product innovation, financing, and marketing that make MSMEs unable to compete. innovation, financing, and marketing that make MSMEs unable to compete, especially with large companies. especially with large companies. The purpose of this study was to determine the effect of dimensions of Enterprise Risk Management on the Performance of the Creative Industry Tapis in Bandar Lampung. The study used data collection methods through questionnaire and analyzed using simple linear regression analysis. The research samples was taken 100 MSMEs in Bandar Lampung City. Descriptive analysis of each ERM dimension shows that in general, the creative industry of tapis MSMEs in Bandar Lampung studied has implemented ERM practices quite well.. Based on the simple linear regression test, the coefficient of determination determination coefficient of 0.191 which shows 19.1 percent of ERM affects the sustainable performance of Tapis MSMEs. performance of Tapis MSMEs. The significance value obtained is very small, namely 0.001 so that the application of ERM is considered effective for improving sustainable performance. performance. The conclusion is that Enterprise Risk Management (ERM) has a positive and significant effect on sustainable business performance. on the sustainable business performance of Tapis Creative Industry MSMEs in the City of Bandar Lampung, especially in the dimensions of the internal environment, information and communication, and monitoring. communication, and monitoring.*

Kata Kunci : ERM, Sustainable Performance, Tapis Creative Industry, UMKM