

## IDENTIFIKASI FAKTOR EKSTERNAL DAN FAKTOR INTERNAL YANG BERPENGARUH TERHADAP KINERJA UKM MEBEL ROTAN DI JEPARA

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### ABSTRACT

*This study aims to conduct a study on factors external and internal factors that affect the performance of SMEs in Jepara rattan furniture . As this area of research in Sub Welahan Jepara . Research variables studied were external factors and internal factors and the performance of SMEs Rattan furniture . This research was conducted by survey method through in-depth interviews with a range of other stakeholders in the development of SMEs as well as using a questionnaire instrument . Period of research to be conducted is 7 months .The results showed that the external faktror positive and significant effect on the value of internal factor  $\beta_1 = 0.493$  ,  $t = 3.682$  to  $0.001$  , which means significantly by external factors have a positive and significant effect on the internal factors The results of t-test is a test that other external factors that have a value of  $\beta_1 = 0.535$  ,  $t = 2.612$  to  $0.012$  , which means significantly by external factors have a positive and significant effect on the performance of SMEs in Jepara rattan furniture . Furthermore, the internal factors that have a value of  $\beta_2 = 0.314$  ,  $t = 2.701$  to  $0.003$  , which means a significant sebear internal factors have a positive and significant effect on the performance of SMEs in Jepara rattan furniture*

**Keywords** : external factors . Internal factors and performance .

### ABSTRAK

*Studi ini bertujuan untuk melakukan penelitian berdasarkan faktor internal dan faktor eksternal yang berdampak pada SMEs mebel rotan di Jepara. Penelitian ini diambil di Sub Welahan Jepara. Studi variabel penelitian ini adalah faktor eksternal dan faktor internal serta performan SMEs mebel rotan. Peneitian ini dilakukan dengan metode survey wawancara secara intensif baik dengan jarak stakeholder perkembangan SMEs maupun penggunaan instrumen kuesioner. Waktu penelitian adalah 7 bulan. Hasil menunjukkan bahwa faktor eksternal memiliki nilai positive dan dampak yang sangat signifikan terhadap nilai faktor internal  $\beta_1 = 0.493$  ,  $t = 3.682$  to  $0.001$ . dengan faktor eksternal tersebut, dampak yang dimiliki faktor internal menjadi sangat signifikan seperti tampak pada t-test dimana faktor eksternal yang dihasilkan memiliki nilai  $\beta_1 = 0.535$  ,  $t = 2.612$  to  $0.012$ . Selanjutnya, nilai faktor internal yang dihasilkan adalah  $\beta_2 = 0.314$  ,  $t = 2.701$  sampai  $0.003$  memberikan dampak positif yang besar bagi internal faktor dalam performans SMEs pada mebel rotan di Jepara.*

**Keywords** : performan SMEs mebel rotan, mebel rotan, faktor eksternal dan faktor internal