

ABSTRAK

Penelitian ini dimaksudkan untuk menganalisis serta mengidentifikasi bagaimana pengaruh *social drivers*, *economic drivers* terhadap kinerja UMKM dengan komitmen afektif pada sektor usaha telur asin di Kota Brebes, Jawa Tengah. Populasi yang diteliti pada studi ini adalah para pelaku UMKM telur asin di Kota Brebes dengan jumlah sampel sebanyak 88 responden yang didapatkan melalui metode *purposive sampling*. Hasil analisis penelitian membuktikan bahwa *social drivers* dan *economic drivers* berpengaruh positif dan signifikan terhadap komitmen afektif. *Social drivers* berpengaruh positif tetapi tidak signifikan terhadap kinerja UMKM. *Economic drivers* dan komitmen afektif berpengaruh positif dan signifikan terhadap kinerja UMKM. Variabel komitmen afektif juga terbukti belum mampu menjadi mediasi pengaruh tidak langsung antara *economic drivers* dan *social drivers* terhadap kinerja UMKM. Berdasarkan pada penjelasan ini maka dapat disimpulkan bahwa dari 5 hipotesis penelitian 4 hipotesis diterima dan 1 hipotesis ditolak.

Kata Kunci: *Social Drivers*, *Economic Drivers*, Komitmen Afektif, Kinerja UMKM



ABSTRACT

This study is intended to analyze and identify how the influence of social drivers and economic drivers on the performance of MSMEs with affective commitment to the salted egg business sector in the City of Brebes, Central Java. The population studied in this study were the MSME actors of salted eggs in the city of Brebes with a total sample of 88 respondents obtained through purposive sampling method. The results of the research analysis prove that social drivers and economic drivers have a positive and significant effect on affective commitment. Social drivers have a positive but insignificant effect on the performance of MSMEs. Economic drivers and affective commitment have a positive and significant effect on the performance of MSMEs. The affective commitment variable has also proven unable to mediate the indirect influence between economic drivers and social drivers on the performance of MSMEs. Based on this explanation, it can be concluded that of the 5 research hypotheses 4 hypotheses are accepted and 1 hypothesis is rejected.

Keywords: *Social Drivers, Economic Drivers, Affective Commitment, UMKM Performance*

