

**Pengaruh *Corporate Social Responsibility* dan Kualitas Sumber Daya Manusia
Terhadap Kinerja UMKM Di Kabupaten Pringsewu**

**Prayolita Wahyuningtias
20622010035**

ABSTRAK

Kinerja UMKM menjadi salah satu faktor pendukung dalam kesuksesan perekonomian di Indonesia yang memerlukan dukungan sumber daya manusia yang kuat dan program-program pendampingan dari pemerintah. Penelitian ini dilakukan dengan tujuan untuk membuktikan adanya pengaruh CSR terhadap kinerja UMKM, kualitas SDM terhadap kinerja UMKM dan CSR dan Kualitas SDM terhadap kinerja UMKM di Kabupaten Pringsewu. Jenis penelitian adalah kuantitatif dengan data yang dikumpulkan data primer yaitu penyebaran kuesioner. Populasi dalam penelitian ini merupakan data UMKM yang terdaftar di website Badan Pusat Statistik (BPS). Sampel dalam penelitian ini sebanyak 235 UMKM. Pengolahan data menggunakan program SPSS versi 21. Metode analisis yang digunakan adalah uji validitas, uji reliabilitas, uji multikolonieritas, uji normalitas, uji heteroskedasitas, uji regresi linier berganda, uji koefisien determinasi R², uji T dan uji F. Berdasarkan hasil uji T dan uji F yang menunjukkan bahwa nilai signifikan *corporate social responsibility*, kualitas sumber daya manusia serta *corporate social responsibility* dan kualitas sumber daya manusia sebesar 0,000 dimana nilai tersebut kurang dari 0,5 yang artinya *corporate social responsibility*, kualitas sumber daya manusia serta *corporate social responsibility* dan kualitas sumber daya manusia berpengaruh signifikan terhadap kinerja UMKM. Dengan adanya penelitian ini diharapkan para pelaku UMKM di kabupaten Pringsewu dapat terus menjaga kepedulian terhadap lingkungan sekitar serta mempertahankan dan meningkatkan kualitas perkembangan karyawan.

Kata kunci: *Corporate Social Responsibility*, Kualitas Sumber Daya Manusia, Kinerja Usaha Mikro Kecil dan Menengah

***The influence of Corporate Social Responsibility and the quality of Human Resources
on the performance of MSMEs in Pringsewu Regency***

***Prayolita Wahyuningtias
20622010035***

Abstract

The performance of MSMEs is one of the supporting factors in the success of the economy in Indonesia which requires strong human resources support and mentoring programs from the government. This study was conducted with the aim to prove the influence of CSR and Human Resources quality on the performance of MSMEs in Pringsewu Regency. Type of research is quantitative with data collected primary data is the spread of questionnaires. The population in this study is MSME data registered on the website of the Central Statistics Agency (BPS). Samples in this study were 235 MSMEs. Data processing using SPSS program version 21. The analysis method used is validity test, reliability test, multicollinearity test, normality test, heteroscedasticity test, multiple linear regression test, coefficient of determination test R², t test and F test. Based on the results of T test and F test which shows that the significant value of corporate social responsibility, quality of human resources and corporate social responsibility and quality of human resources is 0.000 where the value is less than 0.5 which means that corporate social responsibility, quality of human resources and corporate social responsibility and quality of human resources have a significant effect on the performance of MSMEs. With this research, it is expected that MSME actors in Pringsewu Regency can continue to maintain concern for the surrounding environment and maintain and improve the quality of employee development.

Keywords: Corporate Social Responsibility, quality of Human Resources, performance of Micro, Small and Medium Enterprises