

ABSTRACT

The purpose of this research is to measure the level of efficiency of UKM Typical Acehnese Souvenirs using Two-Stage Data Envelopment Analysis (DEA) and analyze the factors that influence the level of efficiency using Tobit regression.

This type of research is quantitative research. The data used in the research is primary data collected directly in the field using a questionnaire. The sampling method in this research uses purposive sampling, namely with the requirements of SMEs that have been established for more than 2 years. The number of samples in this study was 93 Souvenir UKM players. Efficiency measurement in this study used the Non-Parametric Statistical Test, Two-Stage Data Envelopment Analysis (DEA) method with an intermediation approach, where the first step was to measure the level of efficiency of Aceh Souvenir UKM using the method Data Envelopment Analysis and the next step to analyze factors that influence the level of efficiency using the Tobit regression model.

Based on the results of the DEA analysis, it shows that overall Aceh Souvenir SMEs have a relatively stable efficiency level, but the average efficiency level is still below 1, namely 78.77%. There are still many SMEs that are not efficient because they still face many obstacles, especially obstacles to maximizing inputs ranging from capital, resources, raw materials, and others. Meanwhile, the second stage of testing using Tobit regression showed that the variables of education level, work experience, presence of partners, and company size had a positive and significant influence on the efficiency level of Aceh Souvenir SMEs. This research has limitations in terms of selecting research variables which have not explored all the variables that influence the level of efficiency of UKM Souvenirs. Therefore, further research can add variables that influence the level of SME efficiency.

Keywords: *Aceh Souvenir MSMEs, Efficiency, DEA, Tobit.*

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