

Peran Knowledge Management, Strategic Flexibility, dan Organizational Creativity Dalam Meningkatkan Innovation Performance: Case Study pada UKM Provinsi Bali = The Role of Knowledge Management, Strategic Flexibility, and Organizational Creativity in Enhancing Innovation Performance: Case Study in SMEs in The Bali Province

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Abstrak

Dynamic capability merupakan salah satu pendorong kemampuan perusahaan melalui performa inovasi sebagai prediktor penting bagi keberlanjutan organisasi, tetapi penelitian yang menghubungkan strategic flexibility dan organizational creativity sebagai anteseden performa inovasi organisasi masih terbatas. Tujuan dari penelitian ini adalah mengetahui hubungan innovation performance dengan knowledge management, strategic flexibility, serta organizational creativity pada UKM khususnya di Provinsi Bali dalam innovation performance saat pandemi Covid-19. Metode penelitian yang digunakan dalam penelitian ini yaitu penelitian kuantitatif dengan teknik pengumpulan data yang digunakan berupa kuesioner yang disebarkan kepada 431 manajer UKM. Teknik pengolahan data yang digunakan dalam penelitian ini yaitu partial least square – structural equation modelling (PLS-SEM). Hasil penelitian menunjukkan bahwa UKM yang memanfaatkan pengetahuan pada standar kinerja, perencanaan strategi bisnis yang baik, serta memiliki ide yang cukup berbagai akan menghasilkan produk yang dapat memberikan kontribusi besar bagi industri dalam memenuhi kebutuhan pelanggan. Namun, manajer perlu melakukan diskusi antar karyawan berkaitan dengan pekerjaan mereka, membuat strategi dalam menghadapi pesaing bisnis, serta menerapkan kreativitas mereka untuk dapat bersaing dengan merek terkemuka di industri.

.....Dynamic capability is one of the drivers of company capabilities through innovation performance as a significant predictor of organizational sustainability. However, research linking strategic flexibility and organizational creativity as antecedents of organizational innovation performance is still limited. The purpose of this study was to determine the relationship between innovation performance and knowledge management, strategic flexibility, and organizational creativity in SMEs, especially in the Province of Bali in innovation performance during the Covid-19 pandemic. The research method used in this research is quantitative research with data collection techniques used in the form of questionnaires distributed to 431 UKM managers. The data processing technique used in this study is partial least square–structural equation modelling (PLS-SEM). The results of the study show that SMEs that utilize knowledge of performance standards, good business strategy planning, and diverse ideas will produce products that can make a major contribution to the industry in meeting customer needs. However, managers need to hold discussions among employees regarding their work, make strategies in dealing with business competitors and apply their creativity to compete with the leading brands in the industry.