

Hubungan Entrepreneurial Leadership terhadap Business Performance dengan Entrepreneurial Orientation dan Team Creativity sebagai Variabel Mediasi (Studi Pada Usaha Kecil dan Menengah di Jabodetabek) = The Relationship of Entrepreneurial Leadership on Business Performance Through Entrepreneurial Orientation and Team Creativity as Mediating Variables (A Study on Jabodetabek's Small Medium Enterprises)

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Abstrak

Penelitian ini bertujuan untuk meneliti hubungan entrepreneurial leadership terhadap business performance melalui entrepreneurial orientation dan team creativity sebagai variabel mediasi. Berdasarkan penelitian-penelitian sebelumnya, keberhasilan kinerja bisnis skala kecil dan menengah khususnya, sangat dipengaruhi oleh kapabilitas pemilik usaha. Namun demikian, penelitian sebelumnya terkait variabel entrepreneurial leadership, entrepreneurial orientation dan team creativity terhadap business performance belum banyak diteliti. Penelitian ini menggunakan variabel entrepreneurial leadership sebagai variabel yang memengaruhi business performance, dengan mediasi variabel entrepreneurial orientation dan team creativity. Penelitian ini menggunakan pendekatan kuantitatif dengan instrumen kuesioner. Data penelitian diperoleh dari 105 usaha berskala kecil dan menengah di area Jabodetabek. Data dianalisis menggunakan partial least squares - structural equation modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa entrepreneurial leadership memiliki hubungan positif dengan business performance, namun variabel Entrepreneurial Orientation tidak berperan sebagai mediator antara variabel entrepreneurial leadership dengan business performance, dan variabel Team Creativity juga tidak berperan sebagai mediator antara variabel entrepreneurial leadership dengan business performance.

.....This research is aimed at examining the relationship between entrepreneurial leadership and business performance through entrepreneurial orientation and team creativity as mediating variables. Based on previous studies, successful performance of small and medium enterprises is strongly influenced by the capabilities of the business owner. However, studies related to entrepreneurial leadership, entrepreneurial orientation, and team creativity variables on business performance have been scarce. Thus, this study applies all aforementioned variables. This study uses a quantitative approach with a questionnaire as an instrument. Research data were obtained from 105 small and medium enterprises' owners in the Jabodetabek Area. Data were analyzed using partial least squares - structural equation modeling (PLS-SEM). The results of the study show that

entrepreneurial leadership has a positive relationship on business performance. However entrepreneurial orientation variable does not act as a mediator between entrepreneurial leadership and business performance, and the team creativity variable also does not act as a mediator between entrepreneurial leadership and business performance variable.