

Analisis Pengaruh Entrepreneurial Orientation, Learning Orientation, dan Dynamic Capability Terhadap Strategic Flexibility dan Kinerja Organisasi: Studi Empiris UKM Sektor Kreatif di Pulau Jawa = Analysis of the Influence of Entrepreneurial Orientation, Learning Orientation, and Dynamic Capability on Strategic Flexibility and Organizational Performance: An Empirical Study of Creative Sector SMEs in Java Island, Indonesia

M. Nur Irfan, author

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Abstrak

Saat ini UKM bersaing dengan percepatan kemajuan teknologi dan pasar, serta inovasi yang semakin menantang. UKM berjuang untuk menerapkan inovasi karena mereka mungkin kurang dalam keterampilan manajerial dan teknis. Namun, mereka dapat menuai hasil yang lebih tinggi jika mereka lebih fleksibel dan cepat menanggapi perubahan lingkungan bisnis yang dinamis. Tujuan dari penelitian ini adalah untuk menganalisis peran fleksibilitas strategis dalam hubungan antara orientasi strategis (orientasi kewirausahaan dan orientasi pembelajaran), kapabilitas dinamis, dengan kinerja finansial dan kinerja inovasi UKM pada sektor kreatif Indonesia. Pada penelitian ini, kuesioner disebarluaskan secara daring kepada 150 UKM sektor kreatif di Pulau Jawa, namun demikian hanya 119 responden yang lolos proses skrining, dan datanya dapat diolah lebih lanjut. Metode pengolahan data yang digunakan untuk mengolah data survei adalah partial-least square structural equation modelling (PLS-SEM). Hasil analisis data penelitian menunjukkan bahwa variabel fleksibilitas strategis memediasi variabel orientasi kewirausahaan, orientasi pembelajaran, dan kapabilitas dinamis terhadap variabel kinerja finansial dan kinerja inovasi. Serta temuan lain dalam penelitian ini menunjukkan bahwa variabel kinerja inovasi dapat memediasi hubungan variabel fleksibilitas strategis dengan kinerja finansial.

.....Currently, SMEs are competing with accelerated technological and market advances, as well as increasingly challenging innovations. SMEs struggle to implement innovations because they may lack managerial and technical skills. However, they could reap higher returns if they were more flexible and quick to respond to changes in the dynamic business environment. The purpose of this study is to analyze the role strategic flexibility in the relationship between structured strategy (entrepreneurship orientation and learning orientation), dynamic capabilities, and financial performance and innovation performance of SMEs in Indonesia's creative sector. In this study, questionnaires were distributed online to 150 creative sector SMEs in Java, however, only 119 respondents passed the screening process, and the data can be processed further. The data processing method used to process the survey data is the partial-least square structural equation model (PLS-SEM). The results of the research data analysis show that strategic flexibility mediates the variables of entrepreneurial orientation, learning orientation, and dynamic capabilities on SMEs financial performance and innovation performance. As well as other findings in this study indicate that the innovation performance can mediate the relationship between strategic flexibility and financial performance.