

Strategic Agility and Organization Routine Effect on SME Performance with Copability and Adaptability as its Antecedents = Strategic Agility and Organization Routine Effect on SME Performance with Copability and Adaptability as its Antecedents

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Abstrak

This study explores the paradoxical relationship of strategic agility and. that under series of literature, hypothetically affects SME performance. Furthermore, this research also assign copability and adaptability as an antecedent. Strategic Agility is measured through 3 dimensions, Strategic Sensitivity, Resource Fluidity, and Collective Commitment. Organization Routine is measured through 2 dimensions, Ostensive Routine and Performative Routine. This research is conducted on 119 SMEs across Indonesia that is under UMKM Binaan Bank Indonesia program using Qualtrics XM online survey platform. Data processing is done through SEM using SmartPLS3. This research covers PLS and Bootstrapping with 5000 subsamples .The study is able to identify the positive effect of strategic agility and organization routine to SME performance, which also indicates that SME performance is affected by agility and routine factors.

Furthermore, this research also find that it is evident that strategic agility affect organization routine. Not only that, adaptability and copability have positive effect to strategic agility. However, only adaptability is affecting organization routine but the copability do not provide positive effect to routine.

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