

Orientasi Kewirausahaan Daya Serap, dan Kinerja Inovasi Terhadap Perspektif Bisnis Berkelanjutan UKM Kota Malang Di Masa Pandemi Covid 19 = Entrepreneurship Orientation, Absorption, and Innovation Performance in the Prespective of Sustainable Business SMEs in Malang City During Pandemic Covid 19.

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Abstrak

Penelitian ini berdasarkan pada penerapan Orientasi Kewirausahaan, Daya Serap, dan Kinerja Inovasi sebagai tolak ukur prespektif Bisnis berkelanjutan UKM (Usaha Kecil Menengah) yang nantinya diharapkan dapat meningkatkan keberhasilan implementasi selama masa pandemi Covid 19.

Penelitian ini dilakukan pada seluruh UKM (Usaha Kecil Menengah) yang ada di kota Malang. Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh orientasi kewirausahaan terhadap perspektif berkelanjutan UKM (Usaha Kecil Menengah) Kota Malang Di Masa Pandemi Covid 19; (2) Pengaruh daya serap dapat memoderasi hubungan antara orientasi kewirausahaan terhadap perspektif berkelanjutan UKM (Usaha Kecil dan Menengah) Kota Malang di masa pandemi Covid 19.; (3) efek moderasi dari daya serap pada hubungan antara orientasi kewirausahaan dan kinerja inovasi terhadap perspektif berkelanjutan UKM (Usaha Kecil dan Menengah) Kota Malang di masa pandemi Covid 19.

Penelitian ini merupakan penelitian kuantitatif yang datanya bersumber dari isian 100 kuesioner UKM Kota Malang di masa pandemi Covid 19. Model analisis yang digunakan adalah model Moderated Regression Analysis (MRA). Penelitian ini menemukan Orientasi Kewirausahaan, Daya Serap, dan Kinerja Inovasi memiliki pengaruh yang signifikan terhadap Bisnis Berkelanjutan.

.....This research is based on the application of Entrepreneurial Orientation, Absorption, and Innovation Performance as a benchmark for the sustainable business perspective of SMEs (Small and Medium Enterprises) in the hope it will be increase the success of implementation during the pandemic Covid 19.

This research was conducted on all SMEs (Small and Medium Enterprises) in the city of Malang. This study aims to determine: (1) The effect of entrepreneurial orientation on the sustainable perspective of SMEs (Small and Medium Enterprises) in Malang City during the Covid 19 Pandemic; (2) The effect of absorption can moderate the relationship between entrepreneurial orientation and the sustainable perspective of SMEs (Small and Medium Enterprises) in Malang City during the Covid 19 pandemic; (3) the moderating effect of absorption on the relationship between entrepreneurial orientation and innovation performance on the sustainable perspective of SMEs (Small and Medium Enterprises) Malang City during the Covid 19 pandemic.

This research is a quantitative study whose data is sourced from 100 questionnaires from Malang City SMEs during the Covid 19 pandemic. The analytical model used is the Moderated Regression Analysis (MRA) model. This study found that Entrepreneurial Orientation, Absorption, and Innovation Performance have a significant influence on Sustainable Business.

