

Pengaruh innovation capability terhadap business sustainability usaha menengah: Studi pada pemilik dan manajer Usaha Menengah Food and Beverages di DKI Jakarta = The effect of innovation capability on business sustainability in medium enterprises: Study on owners and managers of Food and Beverages Medium Enterprises in DKI Jakarta

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Abstrak

Dampak kemajuan teknologi yang semakin meningkat pesat sangat berdampak bagi sektor usaha, khususnya usaha menengah. Ditengah persaingan yang semakin ketat, suatu usaha harus bisa mempertahankan eksistensinya menuju keberlanjutan bisnis mereka. Untuk mewujudkan keberlanjutan usaha bagi lingkungan, ekonomi, dan sosial maka usaha harus memiliki kapabilitas untuk melakukan inovasi. Kapabilitas inovasi bisa diwujudkan melalui adanya inovasi produk, inovasi layanan, inovasi proses, dan inovasi pemasaran. Penelitian ini bertujuan untuk mengetahui apakah kapabilitas inovasi memberikan pengaruh positif kepada keberlanjutan bisnis. Penelitian ini merupakan penelitian kuantitatif dengan desain eksplanatif yang perolehan datanya dilakukan dengan penyebaran kuesioner secara daring kepada 135 pemilik dan manajer usaha menengah bidang food and beverages di DKI Jakarta. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif antara inovasi produk, inovasi proses, dan inovasi pemasaran terhadap keberlanjutan bisnis.

.....The impact of rapidly increasing technological advances has a huge impact on the business sector, especially medium-sized businesses. In the midst of increasingly fierce competition, businesses must be able to maintain its existence towards the sustainability of their business. To create business sustainability for the environment, economy, and social aspects, businesses must have the capability to innovate. Innovation capability can be realized through product innovation, service innovation, process innovation, and marketing innovation. This study aims to determine whether innovation capability has a positive influence on business sustainability. This research is a quantitative study with an explanatory design which the data acquisition was carried out by distributing questionnaires online to 135 owners and managers of medium-sized food and beverages businesses in DKI Jakarta. The results showed that there is a positive influence between product innovation, process innovation, and marketing innovation on business sustainability.