

ABSTRACT

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THE IMPACT OF ENTREPRENEURIAL LEADERSHIP AND LEARNING ORIENTATION ON ORGANIZATIONAL PERFORMANCE, MEDIATED BY INNOVATION CAPACITY

(114 pages; 8 figures; 31 tables; 3 appendices)

Due to the corona, there was a past day when not only large companies but also small and medium-sized enterprises were suffering a lot of damage, but now you can see large and small businesses that are gradually developing. In this study, it is important to analyze and understand the factors that enable small and medium-sized enterprises (SMEs) to grow well in these bad circumstances and how entrepreneurial leadership, learning orientation, and innovation capacity affect corporate performance. This is the main purpose. This study is a quantitative study, and data was collected by distributing a survey through a Google survey form. Participants in this study are CEOs and general managers of various age groups, and they must have at least 5 years of experience. In this study, SmartPLS 4 was used for measurements, and the outer model consisted of validity and reliability measures, while the inner model consisted of multiple public confidence, R-squared, T-statistic, and P-value tests. In addition, structural equation modeling was performed for the constitutive relationship in the theoretical framework of this study. From the results of this study, it can be seen that 2 out of 5 hypotheses are not supported. Two of them are entrepreneurial leadership and learning orientation. However, the other three differentiated hypotheses responded positively, supporting the results of this study.

Keywords: Entrepreneurial Leadership, Learning Orientation, Brand, Innovation Capacity, Organizational Performance

References: 27 (2014 – 2020)