

ABSTRAK

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***KNOWLEDGE MANAGEMENT* PADA FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS PELITA HARAPAN(xvii + 81**

halaman: 5 gambar; 25 tabel; 1 lampiran)

Penelitian ini bertujuan untuk menganalisis penerapan *Knowledge Management* pada bisnis inkubator yang ada di Kampus UPH. Variabel yang terdapat di dalamnya adalah *Innovation Capability*, *Knowledge Creation*, *Entrepreneurial Orientation*, dan *Firm Performance*. Metode penelitian menggunakan metode kuantitatif dengan *purposive sampling* kepada minimal 200 responden. Pengumpulan data dilakukan dengan cara teknik kuesioner. Analisis data dilakukan dengan *Partial Least Square-Structural Equation Modelling (PLS-SEM v3.2.9)*. Hasil penelitian menemukan bahwa 1) *Entrepreneurial Orientation* berpengaruh positif terhadap *Firm Performance*, 2) *Entrepreneurial Orientation* berpengaruh positif terhadap *Knowledge Creation*, 3) *Innovation Capability* berpengaruh positif terhadap *Firm Performance*, 4) *Innovation Capability* berpengaruh positif terhadap *Knowledge Creation*, 5) *Knowledge Creation* berpengaruh positif terhadap *Firm Performance*, 6) *Knowledge Creation* memediasi pengaruh *Entrepreneurial Orientation* terhadap *Firm Performance*, 7) *Knowledge Creation* memediasi pengaruh *Innovation Capability* terhadap *Firm Performance*.

Kata Kunci: *Knowledge Management, Entrepreneurial Orientation, Firm Performance*

Referensi: 72 (2004-2023)

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This research aims to analyze the application of Knowledge Management in incubator businesses on the UPH Campus. The variables contained in it are Innovation Capability, Knowledge Creation, Entrepreneurial Orientation, and Firm Performance. The research method uses quantitative methods with purposive sampling of a minimum of 200 respondents. Data collection was carried out using questionnaire techniques. Data analysis was carried out using Partial Least Square-Structural Equation Modeling (PLS-SEM v3.2.9). The research results found that 1) Entrepreneurial Orientation had a positive effect on Firm Performance, 2) Entrepreneurial Orientation had a positive effect on Knowledge Creation, 3) Innovation Capability had a positive effect on Firm Performance, 4) Innovation Capability has a positive effect on Knowledge Creation, 5) Knowledge Creation has a positive effect on Firm Performance, 6) Knowledge Creation mediates the effect of Entrepreneurial Orientation on Firm Performance, 7) Knowledge Creation mediates the effect of Innovation Capability on Firm Performance.

Kata Kunci: *Knowledge Management, Entrepreneurial Orientation, Firm Performance*

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