

ABSTRAK

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PENGARUH *ENTREPRENEURIAL ORIENTATION*, DAN *KNOWLEDGE MANAGEMENT* TERHADAP *PRODUCT INNOVATION PERFORMANCE* YANG DIMEDIASI OLEH *OPEN INNOVATION* (STUDI PADA PEMILIK USAHA PAKAIAN UMKM DI KAWASAN JABODETABEK)

Penelitian ini ditujukan untuk menguji pengaruh variabel *entrepreneurial orientation* dan *knowledge management* terhadap *product innovation performance* dengan menggunakan mediasi variabel *open innovation* pada pemilik usaha pakaian UMKM di Jabodetabek. Subjek penelitian ini berjumlah 183 responden yaitu pengusaha atau *owner* yang bergerak dibidang *clothing* berupa produk pakaian pria dan wanita di Jabodetabek. Metode penelitian yang digunakan adalah metode kuantitatif dengan teknik *purposive sampling* dan menggunakan analisis data *Partial Least Square-Structural Equation Modelling* (PLS-SEM). Hasil penelitian menunjukkan *entrepreneurial orientation* dan *knowledge management* memiliki pengaruh positif terhadap *product innovation performance*. *Entrepreneurial orientation* dan *knowledge management* juga memiliki pengaruh positif terhadap *open innovation*. Selain itu, *entrepreneurial orientation* dan *knowledge management* memiliki pengaruh positif terhadap *product innovation performance* melalui mediasi dari *open innovation*.

Kata Kunci : *Entrepreneurial Orientation, Knowledge Management, Product Innovation Performance, Open Innovation*

ABSTRACT

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THE INFLUENCE OF ENTREPRENEURIAL ORIENTATION, AND KNOWLEDGE MANAGEMENT ON PRODUCT INNOVATION PERFORMANCE MEDIATED BY OPEN INNOVATION (STUDY ON UMKM CLOTHING BUSINESS OWNERS IN THE JABODETABEK AREA)

This research is aimed at examining the influence of entrepreneurial orientation and knowledge management variables on product innovation performance using the mediation variable open innovation among MSME clothing business owners in Jabodetabek. The subjects of this research were 183 respondents, namely entrepreneurs or owners operating in the clothing sector in the form of men's and women's clothing products in Jabodetabek. The research method used is a quantitative method with a purposive sampling technique and using Partial Least Square-Structural Equation Modeling (PLS-SEM) data analysis. The research results show that entrepreneurial orientation and knowledge management have a positive influence on product innovation performance. Entrepreneurial orientation and knowledge management also have a positive influence on open innovation. Additionally, entrepreneurial orientation and knowledge management have a positive influence on product innovation performance through the mediation of open innovation.

Keywords: Entrepreneurial Orientation, Knowledge Management, Product Innovation Performance, Open Innovation