

## **ABSTRAK**

### **ANALISIS PENGARUH KEMAMPUAN INOVASI DAN TIPE INOVASI TERHADAP KINERJA PERUSAHAAN (STUDI EMPIRIS PADA UMKM DI LAMPUNG)**

(xii + 105 halaman; 2 gambar; 39 tabel)

Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh antara kemampuan inovasi terhadap inovasi organisasi, inovasi produk/jasa, proses inovasi, inovasi pasar terhadap kinerja perusahaan. Kinerja perusahaan berpengaruh terhadap kinerja pasar dan kinerja inovasi. Sampel dalam penelitian ini adalah UMKM Bandar Lampung yang berjumlah 320 sampel. Hasil penelitian menyatakan bahwa kemampuan inovasi berpengaruh positif dengan inovasi organisasi, kemampuan inovasi berpengaruh positif dengan inovasi produk / jasa, kemampuan inovasi berpengaruh positif dengan inovasi proses, kemampuan inovasi berpengaruh positif dengan inovasi pasar, inovasi organisasi berpengaruh positif dengan kinerja perusahaan, inovasi produk / jasa tidak berpengaruh dengan kinerja perusahaan, inovasi proses berpengaruh positif dengan kinerja perusahaan, inovasi pasar berpengaruh positif dengan kinerja perusahaan, kinerja perusahaan berpengaruh positif terhadap kinerja pasar dan kinerja perusahaan diduga berpengaruh positif terhadap kinerja inovasi.

**Kata Kunci :** kemampuan inovasi, inovasi organisasi, inovasi produk/jasa, proses inovasi, inovasi pasar. terhadap kinerja inovasi dan kinerja perusahaan

## **ABSTRACT**

### **ANALYSIS OF THE EFFECT OF INNOVATION CAPABILITIES AND TYPES OF INNOVATION ON COMPANY PERFORMANCE (EMPIRE STUDY ON MSMES IN LAMPUNG)**

**(xii + 105 pages; 2 pictures; 39 tables)**

*This research was conducted with the aim of knowing the effect of innovation ability on organizational innovation, product/service innovation, process innovation, market innovation on company performance. Company performance has an effect on market performance and innovation performance. The sample in this study was Bandar Lampung SMEs, which amounted to 320 samples. The results of the study state that innovation ability has a positive effect on organizational innovation, innovation ability has a positive effect on product / service innovation, innovation ability has a positive effect on process innovation, innovation ability has a positive effect on market innovation, organizational innovation has a positive effect on company performance, product / service innovation does not affect company performance, process innovation has a positive effect on company performance, market innovation has a positive effect on company performance, company performance has a positive effect on market performance and company performance is thought to have a positive effect on innovation performance.*

*Keywords: innovation ability, organizational innovation, product/service innovation, process innovation, market innovation. on innovation performance and company performance*