

## ABSTRAK

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**“PENGARUH *DELIBERATE INNOVATION PRACTICE* TERHADAP *INNOVATION PERFORMANCE* DENGAN VARIABEL MEDIASI *ENTREPRENEURIAL PASSION* DAN *PERCEIVED INNOVATION IMPORTANCE* SEBAGAI VARIABEL MODERASI PADA PERUSAHAAN SEKTOR TEKNOLOGI, TELEKOMUNIKASI, DAN INFORMASI DI JAKARTA”**

(xii + 99 halaman; 8 gambar ; 23 tabel; 1 lampiran)

Inovasi merupakan kunci utama dalam menghadapi tantangan bisnis dan mencapai keunggulan kompetitif di pasar global yang dinamis saat ini. Salah satu pendekatan inovasi yang semakin mendapat perhatian adalah *Deliberate Innovation Practice* atau melakukan inovasi yang disengaja. Jadi tujuan dari penelitian ini adalah untuk mengetahui pengaruh *Economically dependent solo self-employed* untuk mengetahui pengaruh *Deliberate Innovation Practice* terhadap *Innovation Performance*, untuk mengetahui pengaruh *Deliberate Innovation Practice* ke *Entrepreneurial Passion* dengan *Entrepreneurial Passion* sebagai mediasi dan untuk mengetahui pengaruh *Deliberate Innovation Practice* ke *Innovation Performance* dengan *Perceived Innovation Importance*. Penelitian ini menggunakan pendekatan kuantitatif. Populasi dalam penelitian ini adalah semua karyawan yang bekerja di perusahaan sektor teknologi, telekomunikasi, dan informasi di Jakarta. Pada penelitian ini peneliti menggunakan teknik sampling dengan sensus. Analisis data dalam penelitian ini dilakukan dengan menggunakan software PLS (*Partial Least Square*) dan data diolah dengan menggunakan program *Smart PLS 3.0*. Hasil penelitian menunjukkan bahwa *Deliberate Innovation Practice* berpengaruh positif terhadap *Innovation Performance*, *Deliberate Innovation Practice* berpengaruh positif terhadap *Innovation Performance* dengan *Entrepreneurial Passion* sebagai variabel mediasi dan *Deliberate Innovation Practice* berpengaruh terhadap *Innovation Performance* dengan *Perceived Innovation Importance* sebagai variable moderasi.

**Kata Kunci :** *Deliberate Innovation, Innovation Performance, Perceived Innovation Importance, Innovation Practice*

Referensi: 41 (2001-2024)

## **ABSTRACT**

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**“THE EFFECT OF DELIBERATE INNOVATION PRACTICE ON INNOVATION PERFORMANCE WITH MEDIATING VARIABLES OF ENTREPRENEURIAL PASSION AND PERCEIVED INNOVATION IMPORTANCE AS MODERATING VARIABLES IN TECHNOLOGY, TELECOMMUNICATION, AND INFORMATION SECTOR COMPANIES IN JAKARTA”**

*(xii + 99 pages; 8 figures; 23 tables; 1 addendum)*

*Innovation is the key to facing business challenges and achieving competitive advantage in today's dynamic global market. One innovation approach that is gaining more attention is Deliberate Innovation Practice. So the purpose of this study was to determine the effect of Economically dependent solo self-employed to determine the effect of Deliberate Innovation Practice on Innovation Performance, to determine the effect of Deliberate Innovation Practice on Entrepreneurial Passion with Entrepreneurial Passion as mediation and to determine the effect of Deliberate Innovation Practice on Innovation Performance with Perceived Innovation Importance. This study uses a quantitative approach. The population in this study were all employees working in technology, telecommunications, and information sector companies in Jakarta. In this study, the researcher used a census sampling technique. Data analysis in this study was carried out using PLS (Partial Least Square) software and the data was processed using the Smart PLS 3.0 program. The results of the study indicate that Deliberate Innovation Practice has a positive effect on Innovation Performance, Deliberate Innovation Practice has a positive effect on Innovation Performance with Entrepreneurial Passion as a mediating variable and Deliberate Innovation Practice has an effect on Innovation Performance with Perceived Innovation Importance as a moderating variable.*

**Keywords:** *Deliberate Innovation, Innovation Performance, Perceived Innovation Importance, Innovation Practice*

*References: 41 (2001-2024)*