

ABSTRAK

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PENGARUH ENTREPRENEURIAL LEADERSHIP TERHADAP KINERJA UMKM YANG DIMEDIASI OLEH FAKTOR-FAKTOR ORGANISASI DI SEKOLAH BISNIS, UNIVERSITAS SWASTA TANGERANG

(137 halaman; 9 gambar; 34 tabel; lampiran)

UMKM di Indonesia memainkan peran penting dalam mendukung pertumbuhan ekonomi nasional dan penciptaan lapangan kerja. Meskipun demikian, banyak UMKM menghadapi berbagai tantangan, seperti keterbatasan sumber daya, persaingan pasar yang ketat, dan kurangnya inovasi. Kepemimpinan kewirausahaan telah diakui sebagai faktor penting dalam meningkatkan kinerja UMKM. Selain itu, faktor-faktor organisasi seperti orientasi kewirausahaan, kreativitas tim, kapabilitas dinamis, dan keunggulan kompetitif juga diyakini mempengaruhi kinerja UMKM. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif. Populasi penelitian adalah para pelaku UMKM yang beroperasi di wilayah Tangerang dan pernah menempuh pendidikan bisnis di universitas swasta Tangerang. Pengambilan sampel dilakukan dengan teknik *purposive sampling*, dan melibatkan 490 responden. Instrumen penelitian yang digunakan adalah berupa kuesioner. Analisis *outer model* dan *inner model* dilakukan menggunakan perangkat lunak SmartPLS 4.1. Evaluasi model pengukuran mencakup pengujian validitas dan reliabilitas, sedangkan model struktural dianalisis melalui nilai R-Square, T-Statistik, dan P-Value. Hasil akhir penelitian ini menunjukkan adanya empat hubungan antar variabel yang signifikan positif, sedangkan enam variabel lainnya menunjukkan hubungan yang tidak signifikan positif.

Kata kunci: Kepemimpinan Kewirausahaan, Kinerja UMKM, Kapabilitas Dinamis, Keunggulan Kompetitif, Kapabilitas Inovasi Teknologi

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ABSTRACT

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THE INFLUENCE OF ENTREPRENEURIAL LEADERSHIP ON MSME PERFORMANCE MEDIATED BY ORGANIZATIONAL FACTORS IN A BUSINESS SCHOOL, PRIVATE UNIVERSITY IN TANGERANG

(137 pages; 9 figures; 34 tables; appendices)

Micro, Small, and Medium Enterprises (MSMEs) in Indonesia play a crucial role in supporting national economic growth and creating job opportunities. However, many MSMEs face various challenges, such as limited resources, intense market competition, and lack of innovation. Entrepreneurial leadership has been recognized as a key factor in improving MSME performance. Additionally, organizational factors such as entrepreneurial orientation, team creativity, dynamic capabilities, and competitive advantage are also believed to influence MSME performance. This study adopts a quantitative approach with a descriptive method. The study population consists of MSME practitioners operating in the Tangerang area who have received business education at a private university in Tangerang. The sample was selected using purposive sampling and includes 490 respondents. The research instrument used was a questionnaire. Outer model and inner model analyses were conducted using SmartPLS 4.1 software. The measurement model was evaluated through validity and reliability testing, while the structural model was assessed based on R-Square, T-Statistics, and P-Value. The final results of the study indicate four significant positive relationships between variables, while six variables show non-significant positive relationships.

Keywords: Entrepreneurial Leadership, MSME Performance, Dynamic Capabilities, Competitive Advantage, Technological Innovation Capabilities

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