

ABSTRAK

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PERPADUAN STRATEGIS ANTARA DIGITALITAS, SPIRITUALITAS, *PROSOCIAL LEADERSHIP* TERHADAP KETAHANAN USAHA UMKM KOTA JAKARTA
(165 halaman, 8 gambar, 21 tabel, 4 lampiran)

Penelitian ini bertujuan untuk mengetahui adanya pengaruh digitalitas, *prosocial leadership*, dan spiritualitas terhadap ketahanan UMKM yang terletak di kota Jakarta. Penelitian ini menggunakan metode kuantitatif dengan metode deskriptif korelasi. Dengan menyebarkan kuesioner kepada 100 responden, populasi dalam penelitian ini yaitu UMKM yang terletak di kota Jakarta dengan menggunakan probability sampling. Mengelola data yang didapatkan melalui kuesioner online akan menggunakan Smart PLS dan mendapatkan hasil *Digital Mastery*, dan *Islamic Spirituality* memiliki pengaruh positif terhadap *Business Resilience*.

Kata Kunci: Keahlian Digital, Kepemimpinan Pro-Sosial, Spiritualitas Islam, Ketahanan Bisnis, UMKM

Referensi: 94 (2004-2025)

ABSTRACT

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THE STRATEGIC COMBINATION OF DIGITALIZATION, SPIRITUALITY, AND PROSOCIAL LEADERSHIP IN ENHANCING THE RESILIENCE OF SMALL AND MEDIUM ENTERPRISES (SMEs) IN JAKARTA CITY

(165 pages, 8 figures, 21 tables, 4 appedices)

This study aims to determine the influence of digitality, prosocial leadership, and spirituality on the resilience of MSMEs located in the city of Jakarta. This research uses quantitative methods with descriptive correlation methods. By distributing questionnaires to 100 respondents, the population in this study were MSMEs located in the city of Jakarta using probability sampling. Managing data obtained through online questionnaires will use Smart PLS and get the results of Digital Mastery, and Islamic Spirituality has a positive influence on Business Resilience.

Keywords: *Digital Mastery, Prosocial Leadership, Islamic Spirituality, Business Resilience,UMKM*

References: 94 (2004-2025)