

ABSTRAK

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ORIENTASI KEWIRAUSAHAAN DAN KEKAYAAN SOSIOMOSIONAL SEBAGAI FAKTOR PENDUKUNG TRANSFORMASI DIGITAL DI PERUSAHAAN KELUARGA

(70 Halaman, 20 tabel, 4 gambar, 3 lampiran)

Penelitian ini bertujuan untuk mengetahui pengaruh transformasi digital (*Digital transformation*), orientasi kewirausahaan (*Entrepreneurial Orientation*), dan kekayaan sosioemosional (*Socioemotional Wealth*) terhadap kinerja keuangan perusahaan keluarga (*Financial Performance*) di wilayah Jabodetabek. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif korelasional. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 120 responden yang merupakan pelaku atau pemilik bisnis keluarga, dengan menggunakan teknik *purposive sampling*. Analisis data dilakukan dengan metode *Partial Least Squares Structural Equation Modeling* (PLS-SEM) melalui bantuan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa transformasi digital tidak memiliki pengaruh langsung yang signifikan terhadap kinerja keuangan. Namun, orientasi kewirausahaan berperan sebagai variabel mediasi yang signifikan antara transformasi digital dan kinerja keuangan. Di sisi lain, kekayaan sosioemosional tidak memoderasi hubungan tersebut secara signifikan. Temuan ini menekankan pentingnya peran budaya kewirausahaan dalam menjembatani pemanfaatan teknologi digital menuju peningkatan kinerja bisnis.

Kata Kunci: *Digital transformation, Entrepreneurial Orientation, Socioemotional Wealth, Financial Performance, Family Business.*

Referensi: 38 (1989-2024)

ABSTRACT

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ENTREPRENEURIAL ORIENTATION AND SOCIO-EMOTIONAL WEALTH AS SUPPORTING FACTORS OF DIGITAL TRANSFORMATION IN FAMILY BUSINESS

(70 Pages, 20 tables, 4 figures, 3 attachments)

This study aims to determine the effect of *digital transformation*, *Entrepreneurial Orientation*, and socio-emotional wealth on the *Financial Performance* of family businesses in the Jabodetabek area. This study uses a quantitative approach with a descriptive correlational method. Data collection was carried out by distributing questionnaires to 120 respondents who were family business actors or owners, using a purposive sampling technique. Data analysis was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS software. The results of the study indicate that *Digital Transformation* does not have a significant direct effect on *Financial Performance*. However, *Entrepreneurial Orientation* acts as a significant mediating variable between *Digital Transformation* and *Financial Performance*. On the other hand, *Socioemotional Wealth* does not significantly moderate the relationship. This finding emphasizes the importance of the role of entrepreneurial culture in bridging the use of digital technology towards improving business performance.

Keywords: *Digital transformation, Entrepreneurial Orientation, Socioemotional Wealth, Financial Performance, Family Business.*

Reference:38 (1989-2024)