

ABSTRAK

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PENGARUH *KNOWLEDGE MANAGEMENT* TERHADAP KINERJA BISNIS INDUSTRI FASHION DENGAN VARIABEL DIGITAL SEBAGAI PEMEDIASI (STUDI PADA UMKM DI JAKARTA)

(xv + 146 halaman; 5 gambar; 16 tabel)

Tujuan penelitian ini adalah untuk menganalisis pengaruh *knowledge management* terhadap *digital capability*, *digital orientation*, dan *digital innovation* UMKM, serta untuk menganalisis bagaimana *digital capability*, *digital orientation*, dan *digital innovation* memediasi pengaruh *knowledge management* terhadap kinerja UMKM. Populasi dalam penelitian ini adalah pemilik UMKM bidang fashion dengan skala kecil di DKI Jakarta dengan penyebaran kuesioner pada 160 responden. Penelitian ini menggunakan teknik sampling purposive sampling. Analisis data dalam penelitian ini menggunakan SEM-PLS. Hasil penelitian ini menunjukkan bahwa *knowledge management* berpengaruh positif terhadap *digital capability*, *digital orientation*, dan *digital innovation*. Selain itu, *digital capability*, *digital orientation*, dan *digital innovation* terbukti memediasi pengaruh *knowledge management* terhadap kinerja UMKM. Secara keseluruhan, penerapan *knowledge management* yang efektif dapat meningkatkan kemampuan digital dan orientasi digital, yang pada gilirannya berkontribusi pada peningkatan kinerja UMKM.

Kata kunci: *knowledge management*, kinerja UMKM, *digital capability*, *digital orientation*, *digital innovation*

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ABSTRACT

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THE EFFECT OF KNOWLEDGE MANAGEMENT ON FASHION INDUSTRY BUSINESS PERFORMANCE WITH DIGITAL VARIABLES AS A MEDIATOR (A STUDY ON MSMES IN JAKARTA)

(xv + 146 pages; 5 figures; 16 tables)

The purpose of this study is to analyze the effect of knowledge management on digital capability, digital orientation, and digital innovation of MSMEs, and to analyze how digital capability, digital orientation, and digital innovation mediate the effect of knowledge management on MSME performance. The population in this study were small-scale fashion MSME owners in DKI Jakarta with questionnaires distributed to 160 respondents. This study used purposive sampling technique. Data analysis in this study used SEM-PLS. The results of this study indicate that knowledge management has a positive effect on digital capability, digital orientation, and digital innovation. In addition, digital capability, digital orientation, and digital innovation are proven to mediate the effect of knowledge management on MSME performance. Overall, effective implementation of knowledge management can improve digital capability and digital orientation, which in turn contributes to improving MSME performance

Keywords: knowledge management, MSME performance, digital capability, digital orientation, digital innovation

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