

ABSTRAK

Usaha kecil dan menengah (UKM) adalah sektor usaha yang berperan penting dalam perekonomian Indonesia yang terbukti tangguh bahkan dalam keadaan krisis ekonomi sekalipun. Salah satu subsektor dalam ekonomi kreatif adalah UKM yang bergerak dalam bidang *fashion* yang memiliki tantangan utama yaitu cepatnya perubahan selera konsumen dan kondisi ini berdampak pada kinerja organisasi dari UKM tersebut. Kinerja organisasi dapat dipengaruhi oleh *knowledge management* dan *entrepreneurial orientation*. Tujuan penelitian ini adalah untuk mengetahui pengaruh *knowledge management* dan *entrepreneurial orientation* terhadap kinerja organisasi secara langsung dan dengan dimediasi oleh *dynamic capability*.

Penelitian ini dilakukan di Kota Denpasar dengan populasi sebanyak 519 pelaku UKM *Fashion* di Kota Denpasar. Ukuran sampel yang ditetapkan adalah sebesar 104 pelaku UKM *fashion* dengan teknik sampling yang digunakan adalah *simple random sampling*. Pengumpulan data dilakukan dengan teknik wawancara pada tahap pra-survei dan kuesioner yang diukur dengan Skala Likert lima pilihan jawaban. Pengujian validitas dan reliabilitas instrumen dilakukan dengan *software* SPSS.

Hasil analisis membuktikan *knowledge management* berpengaruh positif dan signifikan terhadap kinerja organisasi, *entrepreneurial orientation* berpengaruh positif dan signifikan terhadap kinerja organisasi, *knowledge management* berpengaruh positif dan signifikan terhadap *dynamic capability*, *entrepreneurial orientation* berpengaruh positif dan signifikan terhadap *dynamic capability* dan *dynamic capability* berpengaruh positif dan signifikan terhadap kinerja organisasi. Hasil uji mediasi membuktikan *dynamic capability* memediasi pengaruh dari masing-masing *knowledge management* dan *entrepreneurial orientation* terhadap kinerja organisasi.

Kata kunci : *knowledge management; entrepreneurial orientation; dynamic capability; kinerja organisasi*

ABSTRACT

Small and medium enterprises (SMEs) are a business sector that plays an important role in the Indonesian economy, which has proven to be resilient even in times of economic crisis. One of the sub-sectors in the creative economy is SMEs engaged in fashion which have a major challenge, namely the rapid changes in consumer tastes and this condition has an impact on the organizational performance of these SMEs. Organizational performance can be influenced by knowledge management and entrepreneurial orientation. The purpose of this study was to determine the effect of knowledge management and entrepreneurial orientation on organizational performance directly and mediated by dynamic capability.

This research was conducted in Denpasar City with a population of 519 Fashion SMEs in Denpasar City. The sample size set is 104 fashion SMEs with the sampling technique used is simple random sampling. Data was collected using interview techniques at the para-survey stage and questionnaires measured by a five-choice Likert Scale. Testing the validity and reliability of the instrument was carried out with SPSS software.

The results of the analysis prove that knowledge management has a positive and significant effect on organizational performance, entrepreneurial orientation has a positive and significant effect on organizational performance, knowledge management has a positive and significant effect on dynamic capability, entrepreneurial orientation has a positive and significant effect on dynamic capability and dynamic capability has a positive and significant effect on organizational performance. The results of the mediation test prove that dynamic capability mediates the effect of each knowledge management and entrepreneurial orientation on organizational performance.

keywords : knowledge management; entrepreneurial orientation; dynamic capability; organizational performance