

ABSTRAK

PENGARUH *KNOWLEDGE CREATION* TERHADAP DAYA SAING UMKM YANG TERGABUNG DI INKUBATOR BISNIS SIGERHUB BANDAR LAMPUNG MELALUI INOVASI SEBAGAI VARIABEL MEDIASI

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Penelitian ini bertujuan untuk menganalisis pengaruh *Knowledge Creation* terhadap Daya Saing UMKM yang tergabung di Inkubator Bisnis SigerHub Bandar Lampung serta menguji peran mediasi inovasi. Penelitian menggunakan pendekatan kuantitatif asosiatif, dengan data primer yang diperoleh melalui kuesioner kepada 130 pemilik/pengelola UMKM binaan SigerHub. Uji validitas dilakukan menggunakan factor loading ($>0,7$) dan AVE ($>0,5$), sedangkan reliabilitas diukur melalui Cronbach's Alpha ($>0,7$). Analisis data menggunakan SmartPLS SEM (*Structural Equation Modeling*) dan pengujian hipotesis dilakukan dengan metode bootstrapping. Hasil penelitian menunjukkan bahwa *Knowledge Creation* berpengaruh positif dan signifikan terhadap daya saing UMKM, serta Inovasi memediasi secara positif dan signifikan hubungan antara *Knowledge Creation* dan Daya Saing. Temuan ini menegaskan bahwa penciptaan pengetahuan melalui sosialisasi, eksternalisasi, kombinasi, dan internalisasi mampu mempercepat inovasi produk/proses sehingga meningkatkan profitabilitas dan produktivitas UMKM. Secara praktis, UMKM disarankan memperkuat proses *Knowledge Creation* melalui pelatihan, SOP berbasis pengetahuan, serta kolaborasi. SigerHub perlu meningkatkan program pembinaan inovasi, sementara pemerintah diharapkan memperluas dukungan teknologi dan pendanaan.

Kata Kunci: *Knowledge Creation*, Inovasi, Daya Saing UMKM, Inkubator Bisnis SigerHub, *Resource Based View Theory*, Industri UMKM.

ABSTRACT**THE EFFECT OF KNOWLEDGE CREATION ON THE
COMPETITIVENESS OF MSMEs IN THE SIGERHUB BUSINESS
INCUBATOR BANDAR LAMPUNG THROUGH INNOVATION AS A
MEDIATING VARIABLE****By****Abid Hanan Rianda**

This study aims to analyze the effect of Knowledge Creation on the competitiveness of MSMEs participating in the SigerHub Business Incubator in Bandar Lampung and to examine the mediating role of innovation. The research employs an associative quantitative approach, with primary data collected through questionnaires administered to 130 MSME owners/managers under SigerHub's incubation. Validity was tested using factor loading (>0.7) and AVE (>0.5), while reliability was measured using Cronbach's Alpha (>0.7). Data were analyzed using SmartPLS SEM (Structural Equation Modeling), and hypothesis testing was conducted through bootstrapping. The results show that Knowledge Creation has a positive and significant effect on MSME competitiveness, and Innovation positively and significantly mediates the relationship between Knowledge Creation and Competitiveness. These findings indicate that knowledge creation through socialization, externalization, combination, and internalization can accelerate product/process innovation, thereby enhancing MSME profitability and productivity. Practically, MSMEs are encouraged to strengthen knowledge creation processes through training, knowledge-based SOPs, and collaboration. SigerHub is advised to enhance innovation development programs, while the government is expected to expand technological and financial support.

Keywords: Knowledge Creation, Innovation, MSME Competitiveness, SigerHub Business Incubator, Resource Based View Theory, MSME Industry.