

ABSTRAK

DETERMINASI *ENTREPRENEURIAL ORIENTATION*, *DYNAMIC CAPABILITY*, *ENTREPRENEURIAL MOTIVATION* DAN INOVASI TERHADAP KINERJA INDUSTRI KECIL DI INDONESIA

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Penelitian ini bertujuan untuk menganalisis pengaruh *Entrepreneurial Orientation* dan *Dynamic Capability* terhadap Kinerja Industri Kecil di Indonesia dengan berlandaskan pada Teori *Resource-Based View* (RBV) dan *Dynamic Capability View*. Selain itu, penelitian ini juga menganalisis peran *Entrepreneurial Motivation* sebagai variabel moderasi dan Inovasi sebagai variabel mediasi.

Pendekatan penelitian menggunakan metode kuantitatif melalui survei terhadap 530 Pelaku Industri Kecil Sektor Makanan yang tersebar di Provinsi Lampung, Jawa Barat, Nusa Tenggara Barat dan Sulawesi Selatan. Sampel dipilih dengan menggunakan teknik *Multistage Cluster Sampling*, sedangkan analisis data dilakukan dengan metode *Structural Equation Modeling–Analysis of Moment Structures* (SEM-AMOS).

Hasil penelitian menunjukkan bahwa *Entrepreneurial Orientation* dan *Dynamic Capability* berpengaruh terhadap Kinerja dan Inovasi Industri Kecil. Inovasi berpengaruh terhadap kinerja dan memediasi pengaruh *Entrepreneurial Orientation* dan *Dynamic Capability* terhadap Kinerja. Sementara itu, *Entrepreneurial Motivation* berperan sebagai moderator dengan efek yang berbeda, yaitu memperkuat pengaruh *Dynamic Capability* terhadap Kinerja, namun sebaliknya memperlemah pengaruh *Entrepreneurial Orientation* terhadap Kinerja. Temuan ini memberikan kontribusi teoretis terhadap pengembangan konsep *Entrepreneurial Orientation* dan *Dynamic Capability* dalam konteks kinerja industri kecil, serta memperkaya literatur Manajemen Strategik melalui pengujian peran Inovasi sebagai variabel mediasi dan *Entrepreneurial Motivation* sebagai variabel moderasi. Secara praktis, hasil penelitian ini memberikan implikasi bagi Pelaku Industri Kecil untuk memperkuat Orientasi Kewirausahaan dan Kapabilitas Dinamis, serta mengelola Inovasi dan Motivasi secara adaptif. Selain itu, temuan penelitian ini dapat menjadi masukan bagi Pemerintah dalam merumuskan kebijakan strategis guna mengoptimalkan peran industri kecil sebagai pilar pertumbuhan ekonomi nasional.

Kata Kunci: *Entrepreneurial Orientation*, *Dynamic Capability*, *Entrepreneurial Motivation*, Inovasi, Kinerja

ABSTRACT

THE DETERMINANTS OF ENTREPRENEURIAL ORIENTATION, DYNAMIC CAPABILITY, ENTREPRENEURIAL MOTIVATION AND INNOVATION ON THE PERFORMANCE OF SMALL INDUSTRIES IN INDONESIA

By

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This study aims to analyze the influence of Entrepreneurial Orientation and Dynamic Capability on the Performance of Small Industries in Indonesia based on the Resource-Based View (RBV) Theory and Dynamic Capability View. In addition, this study also examines the role of Entrepreneurial Motivation as a moderating variable and Innovation as a mediating variable.

The research employed a quantitative approach through a survey of 530 small-scale food industry entrepreneurs located in the provinces of Lampung, West Java, West Nusa Tenggara, and South Sulawesi. The samples were selected using the Multistage Cluster Sampling technique, while data analysis was conducted using the Structural Equation Modeling–Analysis of Moment Structures (SEM-AMOS) method. The results indicate that Entrepreneurial Orientation and Dynamic Capability significantly influence both the Performance and Innovation of Small Industries. Innovation also significantly affects performance and mediates the influence of Entrepreneurial Orientation and Dynamic Capability on Performance. Meanwhile, Entrepreneurial Motivation acts as a moderating variable with differing effects, namely strengthening the influence of Dynamic Capability on Performance, while weakening the influence of Entrepreneurial Orientation on Performance.

These findings provide theoretical contributions to the development of the concepts of Entrepreneurial Orientation and Dynamic Capability in the context of small industry performance, as well as enrich the Strategic Management literature through the examination of Innovation as a mediating variable and Entrepreneurial Motivation as a moderating variable. Practically, the findings imply that small industry entrepreneurs need to strengthen Entrepreneurial Orientation and Dynamic Capability, while adaptively managing Innovation and Motivation. Furthermore, the findings may serve as input for the Government in formulating strategic policies to optimize the role of small industries as a pillar of national economic growth.

Keywords : Entrepreneurial Orientation, Dynamic Capability, Entrepreneurial Motivation, Innovation, Performance