

RINGKASAN

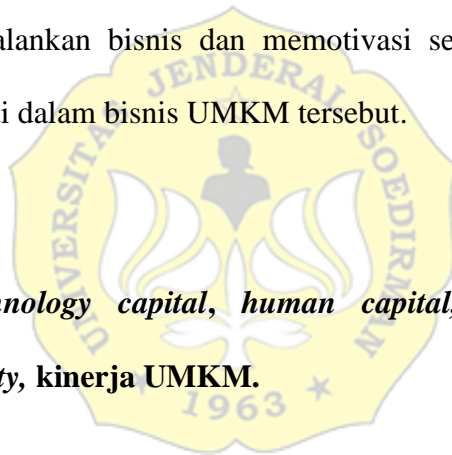
Penelitian berjudul “**Peran Mediasi *Innovation Capability* Dalam Pengaruh *Technology Capital, Human Capital, Dan Organizational Capital Terhadap Kinerja UMKM Di Kabupaten Banyumas*”**. Tujuan penelitian ini adalah untuk mengetahui (1) Pengaruh *technology capital* terhadap kinerja UMKM, (2) Pengaruh *human capital* terhadap kinerja UMKM, (3) Pengaruh *organizational capital* terhadap kinerja UMKM, (4) Pengaruh *technology capital* terhadap kinerja UMKM melalui *innovation capability*, (5) Pengaruh *human capital* terhadap kinerja UMKM melalui *innovation capability*, (6) Pengaruh *organizational capital* terhadap kinerja UMKM melalui *innovation capability*, (7) Pengaruh *innovation capability* terhadap kinerja UMKM.

Metode penelitian yang digunakan dalam penelitian ini adalah penelitian kuantitatif. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan jumlah responden yang diperoleh adalah 100 responden. Hasil penelitian ini menunjukkan: (1) *technology capital* memiliki pengaruh positif dan signifikan terhadap variabel kinerja UMKM, (2) *human capital* memiliki pengaruh positif dan signifikan terhadap variabel kinerja UMKM, (3) *organizational capital* memiliki pengaruh positif dan signifikan terhadap variabel kinerja UMKM, (4) *technology capital* memiliki pengaruh positif dan signifikan terhadap variabel kinerja UMKM melalui variabel *innovation capability*, (5) *human capital* memiliki pengaruh positif dan signifikan terhadap variabel kinerja UMKM melalui variabel *innovation capability*, (6) *organizational capital* memiliki pengaruh positif dan signifikan terhadap variabel kinerja UMKM melalui variabel *innovation capability*, (7) *innovation capability* memiliki pengaruh positif dan signifikan terhadap variabel kinerja UMKM.

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Berdasarkan hasil penelitian ini, implikasinya adalah pemanfaatan *technology capital* yang maksimal agar bisnis UMKM dapat meningkatkan penjualan produk yang berujung pada peningkatan kinerja UMKM, Pelaku usaha UMKM dapat memperhatikan *human capital* yang ada di lingkungan kerja dengan mengintegrasikan berbagai kebijakan yang baik agar sesuai dengan visi, misi, dan tujuan yang UMKM punya, Pemanfaatan *organizational capital* dapat menjadi acuan dalam menjalankan bisnis dan memotivasi serta menginspirasi pemilik maupun karyawan di dalam bisnis UMKM tersebut.

Kata kunci: *technology capital, human capital, organizational capital, innovation capability, kinerja UMKM.*



SUMMARY

The research entitled "The Mediation Role of Innovation Capability in the Influence of Technology Capital, Human Capital, and Organizational Capital on the Performance of MSMEs in Banyumas Regency". The purpose of this study was to determine (1) The effect of technology capital on MSMEs performance, (2) The effect of human capital on MSME performance, (3) The effect of organizational capital on MSMEs performance, (4) The effect of technology capital on MSMEs performance through innovation capability, (5) The effect of human capital on MSMEs performance through innovation capability, (6) The effect of organizational capital on MSMEs performance through innovation capability, (7) The effect of innovation capability on MSMEs performance.

The research method used in this research was quantitative research. The sampling technique used was purposive sampling, with the number of respondents obtained were 100 respondents. The results of this study indicate: (1) technology capital has a positive and significant effect on MSMEs performance variables, (2) human capital has a positive and significant effect on MSMEs performance variables, (3) organizational capital has a positive and significant effect on MSMEs performance variables, (4) technology capital has a positive and significant effect on MSMEs performance variables through the innovation capability variable, (5) human capital has a positive and significant effect on MSMEs performance variables through innovation capability variables, (6) organizational capital has a positive and significant effect on the MSMEs performance variables. MSMEs

performance through innovation capability variable, (7) innovation capability positively and significantly affects MSMEs performance variables.

Based on the results of this study, the implication is the maximum utilization of technology capital so that the MSMEs business can increase product sales, leading to increase MSMEs performance. MSMEs business people can pay attention to human capital in the work environment by integrating various good policies to follow the vision, mission, and goals that MSMEs have. The utilization of organizational capital can be a reference in running a business to motivate and inspire owners and employees in the MSMEs business.

Keywords: technology capital, human capital, organizational capital, innovation capability, SMEs performance.

