

ABSTRAK

Tujuan dari penelitian ini adalah untuk menyajikan model strategi mediasi *innovation capability* untuk mengisi kesenjangan penelitian antara *co-creation* dan *cultural intelligence capability* terhadap kinerja bisnis. Metode penelitian yang dikembangkan melalui pendekatan kuantitatif dengan jenis penelitian *explanatory research survei*. Unit analisis penelitian perusahaan alas kaki, dengan populasi 224, sampel 181 data yang diolah menggunakan teknik analisis SEM-PLS. Hasil penelitian dapat menjelaskan bahwa enam hipotesis yang dapat diterima yakni *co-creation*, *cultural intelligence capability* terhadap *innovation capability* dan kinerja bisnis sedangkan satu yang ditolak tidak berpengaruh *entrepreneur capability* terhadap *innovation capability*. Implikasi dari penelitian ini menunjukkan bahwa *co-creation* dan *cultural intelligence capability* terhadap kinerja bisnis memiliki peran penting dalam mempertahankan bisnis di masa depan. Kebaruan penelitian ini menjelaskan konsep baru *cultural intelligence capability* memiliki potensi untuk meningkatkan kinerja bisnis yang dapat memberikan kemampuan perusahaan dalam menciptakan budaya bisnis baru agar tetap berproduksi untuk meningkatkan nilai ekspor industri alas kaki.

Kata Kunci : *co-creation*, *cultural intelligence capability*, *entrepreneur capability* *innovation capability*, kinerja bisnis.

ABSTRACT

The purpose of this study is to present a mediation strategy model of innovation capability to fill the research gap between co-creation and cultural intelligence capability on business performance. The research method was developed through a quantitative approach with this type of explanatory research survey. Footwear company research analysis unit, with a population of 224, a sample of 181 data processed using SEM-PLS analysis techniques. The results of the study can explain that the six acceptable hypotheses are co-creation, cultural intelligence capability, innovation capability, and business performance, while one that is rejected does not affect entrepreneur capability on innovation capability. The implication of this research shows that co-creation and cultural intelligence capability of business performance has an important role in maintaining a business in the future. The novelty of this research explains that the new concept of cultural intelligence capability has the potential to improve business performance which can give companies the ability to create a new business culture to keep producing to increase the export value of the footwear industry.

Keywords: *co-creation, cultural intelligence capability, entrepreneur capability, innovation capability, business performance.*