

**MODEL KINERJA UKM BERBASIS PERILAKU
KERJA INOVATIF DI KOTA JAMBI**

DISERTASI

**Diajukan untuk memenuhi sebagian dari syarat
Memperoleh gelar doktor ilmu manajemen
Pada Program Studi Manajemen**



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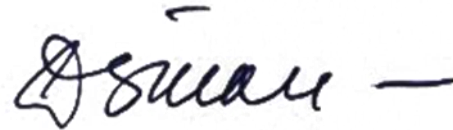
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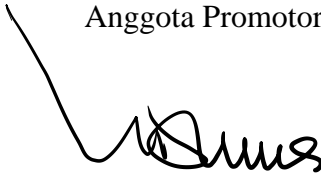
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ABSTRAK

Tujuan penelitian ini adalah untuk mendapatkan sebuah model peningkatan kinerja UKM melalui perilaku kerja inovatif, *knowledge sharing*, pemanfaatan teknologi informasi dan komitmen organisasi. Metode penelitian yang digunakan yaitu analisis deskriptif verivikatif, dengan objek meliputi 5 variabel utama terdiri atas komitmen organisasi (komitmen afektif, komitmen normatif dan komitmen kontinuan), pemanfaatan teknologi informasi, *knowledge sharing*, perilaku kerja inovatif dan kinerja UKM, adapun subjek yang dijadikan sebagai unit analisis yaitu pelaku UKM yang berada di Kota Jambi. Populasi dalam penelitian ini berjumlah 4408 UKM, sedangkan jumlah unit analisis sebesar 367 pelaku UKM di Kota Jambi. Analisis data menggunakan *Structural Equation Modeling* (SEM) pengolahan data melalui software Amos v.22. Hasil penelitian ini membuktikan bahwa semakin tinggi tingkat komitmen organisasi dan tingkat pemanfaatan teknologi informasi maka semakin tinggi pula tingkat kinerja UKM, tingkat *knowledge sharing* dapat memediasi pengaruh tingkat komitmen organisasi dan tingkat pemanfaatan teknologi informasi terhadap kinerja UKM, tingkat perilaku kerja inovatif dapat memediasi pengaruh tingkat komitmen organisasi dan tingkat pemanfaatan teknologi informasi terhadap kinerja UKM, tingkat perilaku kerja inovatif dapat memediasi pengaruh tingkat *knowledge sharing* terhadap kinerja UKM. Novelty pada penelitian ini yaitu dihasilkannya sebuah model strategi peningkatan kinerja UKM yang melibatkan perilaku kerja inovatif, *knowledge sharing*, pemanfaatan teknologi informasi dan komitmen organisasi.

Kata Kunci : **Kinerja UKM, Perilaku Kerja Inovatif, Knowledge Sharing, Pemanfaatan Teknologi Informasi, Komitmen Organisasi**

ABSTRACT

The purpose of this study is to find a model for improving SMEs performance through innovative work behavior, knowledge sharing, IT usage and organizational commitment. The research method used is descriptive verification analysis, with the object includes 5 variables namely organizational commitment (Affective Commitment, Normativ Commitment, Continuance Commitment), IT Usage, knowledge sharing, innovative work behavior and SMEs performance, while the subject used as the unit of analysis is the owner or leader of SMEs in the City of Jambi. The population in this study amounted to 4408 SMEs, while the number of analysis units was 367 SMEs in Jambi City. Data analysis using Structural Equation Modeling (SEM) data processing through Amos v.22 software. The results of this study prove that the level of organizational commitment can affect the level of SMEs performance, the level of knowledge sharing can mediate the influence of the level of organizational commitment and IT Usage to the level of SMEs performance, the level of innovative work behavior can mediate the effect of the level of organizational commitment and IT Usage to the level of SMEs performance, the level of innovative work behavior can mediate the effect of the level of knowledge sharing on the level of SMEs performance. Novelty in this study is found a model of SMEs performance improvement strategies that involve innovative work behavior, knowledge sharing, IT usage and organizational commitment.

Keywords : SMEs Performance, Innovative Work Behavior, Knowledge Sharing, IT Usage, Organizational Commitment

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