

ABSTRAK

Tujuan penulisan tesis ini untuk mengetahui Kinerja UMKM didukung oleh Organizational Agility dengan Keunggulan Kompetitif sebagai Variabel Intervening pada Usaha Kecil Kuliner di Kota Jambi. Pengumpulan data dilakukan melalui penyebaran kuesioner dengan skala likert terhadap 100 pelaku usaha kecil kuliner di Kota Jambi. Teknik pengujian data yang digunakan meliputi uji validitas, uji reliabilitas, uji R-Square, uji Q-Square, uji hipotesis dan uji mediasi dengan bantuan SmartPLS 4. Hasil penelitian menunjukkan bahwa organizational agility berpengaruh positif dan signifikan terhadap kinerja UMKM pada usaha kecil kuliner di Kota Jambi, organizational agility berpengaruh positif dan signifikan terhadap keunggulan kompetitif pada usaha kecil kuliner di Kota Jambi, keunggulan kompetitif memiliki pengaruh positif dan signifikan terhadap kinerja UMKM pada usaha kecil kuliner di Kota Jambi, organizational agility memiliki pengaruh positif dan signifikan terhadap kinerja UMKM di Kota Jambi dengan keunggulan kompetitif sebagai variabel intervening. Bagi usaha kecil kuliner di Kota Jambi diharapkan selalu menjaga kinerja dengan selalu meningkatkan kelincahan organisasi dalam menghadapi perubahan pasar dan meningkatkan keunggulan kompetitif. Bagi peneliti selanjutnya diharapkan dapat mengembangkan ke variabel-variabel lain yang diduga dapat mempengaruhi kinerja UMKM.

Kata Kunci : Organizational agility, kinerja UMKM, keunggulan kompetitif

ABSTRACT

The purpose of this thesis is to analyze the performance of MSMEs supported by Organizational Agility, with Competitive Advantage as an intervening variable in small culinary businesses in Jambi City. Data collection was conducted through a questionnaire survey using a Likert scale on 100 small culinary business owners in Jambi City. The data testing techniques used included validity testing, reliability testing, R-Square testing, Q-Square testing, hypothesis testing, and mediation testing with the assistance of SmartPLS 4. The results of this study indicate that: Organizational agility has a positive and significant impact on the performance of MSMEs in small culinary businesses in Jambi City. Organizational agility has a positive and significant impact on competitive advantage in small culinary businesses in Jambi City. Competitive advantage has a positive and significant impact on the performance of MSMEs in small culinary businesses in Jambi City. Organizational agility has a positive and significant impact on MSME performance in Jambi City, with competitive advantage as an intervening variable. For small culinary businesses in Jambi City, it is recommended to maintain performance by continuously improving organizational agility in responding to market changes and enhancing competitive advantage. Future researchers are expected to explore other variables that may influence MSME performance.

Keywords: *Organizational agility, MSME performance, competitive advantage*