

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh knowledge sharing terhadap kinerja bisnis dengan inovasi sebagai variabel mediasi serta managerial skill dan adaptation skill sebagai variabel moderasi pada usaha menengah bordir di Kota Tasikmalaya. Persaingan usaha yang semakin dinamis menuntut pelaku usaha untuk mampu mengelola pengetahuan, menciptakan inovasi, serta meningkatkan kemampuan adaptasi agar mampu mempertahankan daya saing dan meningkatkan kinerja bisnis secara berkelanjutan.

Penelitian ini menggunakan metode kuantitatif dengan pendekatan explanatory research. Populasi penelitian berjumlah 662 usaha menengah bordir di Kota Tasikmalaya. Teknik pengambilan sampel menggunakan probability sampling. Jumlah sampel ditentukan menggunakan rumus Slovin dengan tingkat kesalahan 7%, sehingga diperoleh sebanyak 156 responden. Analisis data dilakukan menggunakan Structural Equation Modeling–Partial Least Squares (SEM-PLS) untuk menguji hubungan kausal antarvariabel penelitian.

Hasil penelitian menunjukkan bahwa knowledge sharing berpengaruh positif terhadap kinerja bisnis usaha menengah bordir di Kota Tasikmalaya. Praktik berbagi pengetahuan yang aktif mampu meningkatkan kualitas produk, produktivitas usaha, dan kepuasan pelanggan. Inovasi terbukti memediasi hubungan antara knowledge sharing dan kinerja bisnis, di mana pertukaran pengetahuan mendorong terciptanya inovasi produk maupun proses yang berdampak pada peningkatan daya saing usaha. Penelitian ini juga menemukan bahwa managerial skill tidak mampu memoderasi hubungan antara knowledge sharing dan inovasi karena kemampuan manajerial pelaku usaha belum sepenuhnya mendukung pengelolaan inovasi secara strategis. Sebaliknya, adaptation skill terbukti mampu memoderasi hubungan antara inovasi dan kinerja bisnis. Pelaku usaha yang memiliki kemampuan adaptasi tinggi lebih mampu menyesuaikan produk dan strategi usaha dengan kebutuhan pasar sehingga inovasi yang dilakukan memberikan dampak lebih besar terhadap peningkatan kinerja bisnis. Penelitian ini memberikan implikasi teoritis bagi pengembangan kajian knowledge sharing, inovasi, dan kinerja bisnis pada usaha menengah, serta implikasi praktis bagi pelaku usaha bordir dalam meningkatkan budaya berbagi pengetahuan, pengembangan inovasi, dan kemampuan adaptasi guna memperkuat daya saing bisnis.

Kata Kunci: Knowledge Sharing, Inovasi, Managerial Skill, Adaptation Skill, Kinerja Bisnis, Usaha Menengah Bordir.

ABSTRACT

This study aims to analyze the impact of knowledge sharing on business performance, with innovation serving as a mediating variable and managerial skills and adaptation skills acting as moderating variables within medium-sized embroidery businesses in Tasikmalaya City. Increasingly dynamic business competition requires entrepreneurs to manage knowledge, foster innovation, and enhance adaptability to maintain competitiveness and achieve sustainable business performance improvements.

This study employs a quantitative method with an explanatory research approach. The research population consists of 662 medium-sized embroidery businesses in Tasikmalaya City. Probability sampling was used. The sample size was determined using Slovin's formula with a 7% margin of error, resulting in 156 respondents. Data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) to examine the causal relationships between the research variables.

The results indicate that knowledge sharing has a positive effect on the business performance of medium-sized embroidery businesses in Tasikmalaya City. Active knowledge-sharing practices enhance product quality, business productivity, and customer satisfaction. Innovation was found to mediate the relationship between knowledge sharing and business performance; the exchange of knowledge fosters product and process innovations that boost business competitiveness. The study also found that managerial skills do not moderate the relationship between knowledge sharing and innovation, as the entrepreneurs' managerial capabilities do not yet fully support strategic innovation management. Conversely, adaptation skills were found to moderate the relationship between innovation and business performance. Entrepreneurs with high adaptability are better able to align their products and business strategies with market needs, allowing their innovations to have a greater impact on improving business performance. This study offers theoretical implications for the development of research on knowledge sharing, innovation, and business performance in medium-sized enterprises, as well as practical implications for embroidery entrepreneurs regarding the enhancement of knowledge-sharing cultures, innovation development, and adaptability to strengthen business competitiveness.

Keywords: *Knowledge Sharing, Innovation, Managerial Skills, Adaptation Skills, Business Performance, Medium-sized Embroidery Businesses.*