

PENGARUH *KNOWLEDGE SHARING*, *INNOVATION*, DAN *HUMAN CAPITAL* TERHADAP *FIRM PERFORMANCE* UMKM MAMIN DI KOTA SURABAYA

Wilham Christopher Tjianggrawan

Manajemen Jejaring Bisnis

Pembimbing :

Stefanus Budy Widjaja Subali

Fitri Novika Widjaja

ABSTRAK

Knowledge Sharing memiliki potensi besar untuk meningkatkan kualitas produk, inovasi, efisiensi, dan daya saing UMKM MAMIN di Surabaya. Namun, banyak UMKM MAMIN belum memanfaatkan platform-platform tersebut secara optimal. Bantuan eksternal berupa fasilitasi, pendampingan, pelatihan, dan insentif dapat merangsang minat UMKM dalam *Knowledge Sharing*. Penelitian ini adalah penelitian dasar (basic research) dengan pendekatan kausal yang melihat hubungan sebab-akibat dari variabel independen terhadap variabel dependen, yaitu *Knowledge Sharing*, *Innovation*, *Human Capital*, dan *Firm Performance*. Menggunakan SmartPLS, analisis menunjukkan bahwa *Knowledge Sharing* berpengaruh positif dan signifikan terhadap *Innovation*, kinerja UMKM, dan *Human Capital*. *Innovation* dan *Human Capital* juga berpengaruh positif terhadap kinerja UMKM. Hasil ini menegaskan pentingnya *Knowledge Sharing*, inovasi, dan pengembangan sumber daya manusia dalam meningkatkan kinerja UMKM. Untuk memperkuat posisi dan mencapai pertumbuhan berkelanjutan, UMKM di Surabaya harus meningkatkan inovasi dan pengembangan *Human Capital* melalui *Knowledge Sharing*. Fasilitasi diskusi reguler, gunakan platform digital, adakan pelatihan dan mentoring, serta terapkan sistem reward. Gunakan analisis SWOT untuk mengidentifikasi peluang inovasi dan ciptakan budaya eksperimen serta pengambilan risiko yang sehat.

Kata kunci: *Knowledge Sharing*, *Innovation*, *Human Capital*, *Firm Performance*, UMKM

THE INFLUENCE OF KNOWLEDGE SHARING, INNOVATION, AND HUMAN CAPITAL FOR FIRM PERFORMANCE OF MAMIN MSMEs IN THE CITY SURABAYA

Wilham Christopher Tjianggrawan

Business Network Management

Pembimbing :

Stefanus Budy Widjaja Subali

Fitri Novika Widjaja

ABSTRACT

Knowledge Sharing has great potential to improve product quality, Innovation, efficiency, and competitiveness of MAMIN SMEs in Surabaya. However, many MAMIN SMEs have not yet optimally utilized these platforms for Knowledge Sharing. External assistance in the form of facilitation, mentoring, training, and incentives can stimulate SMEs' interest in Knowledge Sharing. This research is basic research with a causal approach that examines the cause-effect relationship between independent and dependent variables, namely Knowledge Sharing, Innovation, Human Capital, and Firm Performance. Using SmartPLS, the analysis shows that Knowledge Sharing has a positive and significant impact on Innovation, SME performance, and Human Capital. Innovation and Human Capital also have a positive impact on SME performance. These results underline the importance of Knowledge Sharing, Innovation, and human resource development in improving SME performance. To strengthen their position and achieve sustainable growth, SMEs in Surabaya must enhance Innovation and Human Capital development through Knowledge Sharing. Facilitate regular discussions, use digital platforms, conduct training and mentoring, and implement a reward system. Use SWOT analysis to identify Innovation opportunities and create a culture of experimentation and healthy risk-taking.

Keywords: *Knowledge Sharing, Innovation, Human Capital, Firm Performance, MSME*