

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengeksplorasi bagaimana peran *community agreeableness* dan *digital intelligence* terhadap *innovation performance*. Distribusi ekonomi digital dapat mengembangkan banyak UKM di beberapa daerah terutama Jawa Tengah. Sebagai tren kewirausahaan, kinerja inovasi memiliki peran yang sangat penting bagi UKM karena mereka harus memiliki kemampuan dalam mengoperasikan teknologi digital dengan baik. Upaya peningkatan kinerja inovasi dapat diimplementasikan dengan menggabungkan beberapa UKM untuk menjadi komunitas yang memiliki tujuan yang sama disebut *Community Agreeableness*. Manfaat menciptakan komunitas ini adalah sebagai tempat berbagi pengetahuan dan meningkatkan keterampilan kolaborasi antar UKM. Selain itu, didukung oleh kecerdasan digital yang dikonseptualisasikan sebagai kemampuan di bidang teknologi komunikasi informasi dan komunikasi online untuk mencapai bisnis berbasis digital. Sedangkan metode yang digunakan adalah jenis penelitian eksplanatori dengan pendekatan kuantitatif. Sampel dalam penelitian ini sejumlah 175 UKM di Jawa Tengah yang sudah menggunakan teknologi digital sebagai pemasaran online dan telah menggunakannya minimal 1 tahun. Jenis data pada penelitian ini diperoleh dari data primer. Data primer diperoleh langsung dari sumber utama baik dari individu atau perorangan yaitu kuesioner dalam bentuk google form yang disebar melalui WhatsApp secara pribadi pada setiap responden. Metode pengumpulan data yang digunakan melalui kuesioner dan kemudian akan dianalisis dengan teknik analisis statistik Partial Least Square (PLS). Hasil penelitian menunjukkan bahwa *community agreeableness* memberikan pengaruh yang positif dan signifikan terhadap *inter organizational knowledge sharing*, *community agreeableness* berpengaruh positif dan signifikan terhadap *collaboration skill*, *inter organizational knowledge sharing* berpengaruh positif dan signifikan terhadap *innovation performance*, *collaboration skill* berpengaruh positif dan signifikan terhadap *innovation performance*, dan *digital intelligence* mampu memoderasi hubungan antara *inter organizational knowledge sharing* terhadap *innovation performance*. Jadi, *community agreeableness* berperan dalam meningkatkan *innovation performance* pada UKM.

Kata kunci : *Community Agreeableness, Knowledge Sharing, Collaboration Skills, Digital Intelligence, and Innovation Performance*

ABSTRACT

The purpose of this study is to explore how the role of community agreeableness and digital intelligence on innovation performance. Digital economic distribution can develop many SMEs in several regions, especially Central Java. As an entrepreneurial trend, innovation performance has a very important role for SMEs because they must have the ability to operate digital technology properly. Efforts to improve innovation performance can be implemented by combining several SMEs to become a community that has the same goal called Community Agreeableness. The benefits of creating this community are as a place to share knowledge and improve collaboration skills between SMEs. In addition, supported by digital intelligence conceptualized as the ability in the field of information communication technology and online communication to achieve digital-based business. While the method used is an explanatory research type with a quantitative approach. The sample in this study were 175 SMEs in Central Java who had used digital technology as online marketing and had used it for at least 1 year. The type of data in this study were obtained from primary data. Primary data were obtained directly from the main source from individuals, by questionnaire in the form of a google form that was distributed via WhatsApp personally to each respondent. Data collection methods are used through questionnaires and then will be analyzed with Partial Least Square (PLS). The results showed that community agreeableness had a positive and significant effect on inter organizational knowledge sharing, community agreeableness had a positive and significant effect on collaboration skills, inter organizational knowledge sharing had a positive and significant effect on innovation performance, collaboration skills had a positive and significant effect on innovation performance, and digital intelligence is able to moderate the relationship between inter organizational knowledge sharing on innovation performance. So, community agreeableness plays a role in improving innovation performance in SME's

Keywords : Community Agreeableness, Knowledge Sharing, Collaboration Skills, Digital Intelligence, and Innovation Performance