

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengeksplorasi bagaimana peran *ambidexterity organizational agility* dalam meningkatkan *SMEs performance*. Pada era pandemi COVID-19 saat ini sangat mempengaruhi kondisi perekonomian dunia yang menurun secara signifikan khususnya di Indonesia pada sektor bisnis UKM fashion. Dengan kondisi tersebut, peneliti mengusulkan suatu model pengembangan bisnis UKM di masa pandemi supaya bisnis UKM tetap bertahan dan berkembang di masa kritis sekarang ini. Upaya peningkatan kinerja UKM dapat diimplementasikan dengan melibatkan kapabilitas pemimpin dalam melakukan pendekatan dan memberikan perhatian kepada anggota, serta kemampuan di bidang teknologi dan informasi. Peran pemimpin diyakini dapat mempengaruhi ketangkasan dan kelincahan didalam UKM karena terdapat pembelajaran bagaimana untuk memiliki kemampuan dalam eksplorasi dan eksploitasi lingkungan dan peluang baru serta kemampuan beradaptasi dengan hal-hal baru. Sedangkan metode yang digunakan adalah jenis penelitian eksplanatori dengan pendekatan kuantitatif. Sampel dalam penelitian ini sejumlah 100 UKM di Jawa Tengah khususnya di Kota Semarang, Pekalongan, Rembang, dan Jepara yang sudah beroperasi minimal lima tahun, menggunakan teknologi digital untuk aktivitas bisnisnya, memiliki omset paling sedikit dua puluh lima juta, dan memiliki karyawan paling sedikit 20 karyawan. Jenis data pada penelitian ini diperoleh dari data primer dan data sekunder. Data primer diperoleh langsung dari sumber utama yaitu pemilik UKM melalui kuesioner dalam bentuk google form yang disebar secara langsung dan via WhatsApp, sedangkan data sekunder untuk memperoleh data UKM menurut Dinas Koperasi & UKM Jawa Tengah. Metode pengumpulan data yang digunakan melalui kuesioner dan kemudian akan dianalisis dengan teknik analisis statistik Partial Least Square (PLS). Hasil penelitian menunjukkan bahwa *altruistic leader behaviour* memberikan pengaruh yang positif dan signifikan terhadap *ambidexterity organizational agility*, *managerial IT capability* berpengaruh positif dan signifikan terhadap *ambidexterity organizational agility*, *ambidexterity organizational agility* berpengaruh positif dan signifikan terhadap *SMEs performance*, *ambidexterity organizational agility* mampu memediasi hubungan antara *altruistic leader behaviour* terhadap *SMEs performance*, dan *ambidexterity organizational agility* mampu memediasi hubungan antara *managerial IT capability* terhadap *SMEs performance*. Dengan demikian, *ambidexterity organizational agility* berperan dalam meningkatkan *SMEs performance*.

Kata kunci : Pandemi COVID-19, *Altruistic Leader Behaviour*, *Managerial IT Capability*, *Ambidexterity Organizational Agility*, dan *SMEs Performance*

ABSTRACT

The purpose of this study was to explore how the role of ambidexterity organizational agility in improving SMEs performance. In the current era of the COVID-19 pandemic, it has greatly affected world economic conditions, which have significantly decreased, especially in Indonesia in the fashion SME business sector. Under these conditions, the researcher proposes a model for SME business development during the pandemic so that the SME business can survive and thrive in today's critical times. The efforts to improve the performance of SMEs can be implemented by involving the capabilities of leaders in approaching and paying attention to members, as well as capabilities in the field of technology and information. The role of a leader is believed to be able to influence ambidexterity and agility in SMEs because there is a learning how to have the ability to explore and exploit the environment and new opportunities and the ability to adapt the new things. While the method used is explanatory research with a quantitative approach. The sample in this study was 100 SMEs in Central Java, especially in the cities of Semarang, Pekalongan, Rembang, and Jepara that had been operating for at least five years, used digital technology for their business activities, had a turnover of at least twenty five million, and had at least 20 employees. Types of data in this study were obtained from primary data and secondary data. Primary data is obtained directly from the main source, namely UKM owners through a questionnaire in the form of a google form which is distributed directly and via WhatsApp, while secondary data is used to obtain data on SMEs according to the Central Java Cooperatives & SME Service.. The data collection method used was through a questionnaire and then analyzed using statistical analysis techniques Partial Least Square (PLS). The results showed that altruistic leader behavior had a positive and significant influence on ambidexterity organizational agility, managerial IT capability had a positive and significant effect on ambidexterity organizational agility, ambidexterity organizational agility had a positive and significant effect on SMEs performance, ambidexterity organizational agility was able to mediate the relationship between altruistic leader behavior towards SMEs performance, and ambidexterity organizational agility are able to mediate the relationship between managerial IT capability and SMEs performance. Thus, ambidexterity organizational agility plays a role in improving SMEs performance.

Keywords: Pandemic COVID-19, Altruistic Leader Behavior, Managerial IT Capability, Ambidexterity Organizational Agility, and SMEs Performance