

ABSTRACT

This study aims to determine the effect of Digital Humanities and Collaboration on SME Performance with Dynamic Capability as an Intervening Variable. The application of digitization in the entire production process and conducting business collaboration is not easy and takes time, so several reasons must be considered. There are many things to consider in digital culture and business collaboration. However, increasing capabilities in terms of digitalization and business collaboration is very important for the sustainability of a company to keep up with the times and not feel left behind. But what about the ability of SMEs to increase this capability, especially during the Covid-19 pandemic. Motivation theory and action theory are the theories that underlie this research. Thus the conceptual model in this study was developed to describe the interaction between Digital Humanities and Collaboration with SME Performance through Dynamic Capabilities. This study used a sample of 225 SMEs in the city of Semarang, through the calculation of the Slovin formula. The data analysis method used is multiple regression analysis with the SPSS version 21 application. The results of this study indicate that Digital Humanities and Collaboration has a significant positive effect on Dynamic Capabilities. Digital Humanities and Collaboration and Dynamic Capabilities have a significant positive effect on the performance of SMEs. Dynamic capabilities have succeeded in becoming the intervening variable between Digital Humanities and Collaboration and SME performance.

Keyword : Digital Humanities and Collaboration, Dynamic Capability, SMEs Performance

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جامعة سلطان أبوبنوع الإسلامية

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Digital Humanities and Collaboration* terhadap Kinerja UKM dengan *Dynamic Capability* sebagai Variabel Intervening. Penerapan digitalisasi dalam seluruh proses produksi dan melakukan kolaborasi bisnis tidaklah mudah dan membutuhkan waktu, jadi harus mempertimbangkan beberapa alasan. Namun, peningkatan kemampuan dalam hal digitalisasi dan kolaborasi bisnis ini sangatlah penting untuk keberlanjutan sebuah perusahaan untuk mengikuti arus zaman dan tidak merasa tertinggal. Namun, bagaimana kemampuan yang dimiliki para pelaku UKM dalam meningkatkan kemampuan ini terutama didalam masa pandemi Covid-19. Teori motivasi dan teori perilaku adalah teori yang mendasari penelitian ini. Dengan demikian model konseptual dalam penelitian ini dikembangkan untuk menggambarkan interaksi antara *Digital Humanities and Collaboration* dan Kinerja UKM melalui *Dynamic Capabilities*. Penelitian ini menggunakan sampel 225 UKM di Kota Semarang, melalui perhitungan rumus *Slovin*. Metode analisis data yang digunakan yaitu analisis regresi berganda dengan aplikasi SPSS versi 21. Hasil penelitian ini menunjukkan bahwa *Digital Humanities and Collaboration* berpengaruh positif signifikan terhadap *Dynamic Capabilities*. *Digital Humanities and Collaboration* dan *Dynamic Capabilities* berpengaruh positif signifikan terhadap kinerja UKM. *Dynamic capabilities* berhasil menjadi variabel intervening antara *Digital Humanities and Collaboration* dan kinerja UKM.

Kata Kunci : *Digital Humanities and Collaboration, Dynamic Capability, Kinerja UKM*