

ABSTRACT

Dynamic Capability in dealing with environmental changes is very necessary, including in the economic sphere. It is undeniable that Micro, Small and Medium Enterprises play an important role in economic progress in Indonesia, so that dynamic capabilities are needed in adapting to environmental changes considering that we are currently entering a digital-based era. because to improve Micro, Small and Medium Enterprises, they must follow environmental changes which are currently entering the digital era and business actors must begin to adapt to this. This study will examine several main factors that will affect the Dynamic Capability of MSMEs, namely Readiness to Change and Workforce Change. Apart from these main factors, there is a reinforcing factor to influence Dynamic Capability, namely Information Digitization. The purpose of this study was to determine the effect of Readiness to Change and Change in Manpower on Dynamic Capability with Digitization of Information as a moderating variable in Micro, Small and Medium Enterprises. The method used in this study is a quantitative method and the respondents in this study were the perpetrators of Micro, Small, and Medium Enterprises in Demak Regency as many as 100 respondents. The sampling technique used was the purposive sampling method by distributing questionnaires. The research tool is SPSS version 24. The purpose of this study was to determine the effect of Readiness to Change and Change in Manpower on Dynamic Capability with Digitization of Information as a moderating variable in Micro, Small and Medium Enterprises. The method used in this study is a quantitative method and the respondents in this study were the perpetrators of Micro, Small, and Medium Enterprises in Demak Regency as many as 100 respondents. The sampling technique used was the purposive sampling method by distributing questionnaires. The research tool is SPSS version 24. The purpose of this study was to determine the effect of Readiness to Change and Change in Manpower on Dynamic Capability with Digitization of Information as a moderating variable in Micro, Small and Medium Enterprises. The method used in this study is a quantitative method and the respondents in this study were the perpetrators of Micro, Small, and Medium Enterprises in Demak Regency as many as 100 respondents. The sampling technique used was the purposive sampling method by distributing questionnaires. The research tool is SPSS version 24. The sampling technique used was the purposive sampling method by distributing questionnaires. The research tool is SPSS version 24. The sampling technique used was the purposive sampling method by distributing questionnaires. The research tool is SPSS version 24. The sampling technique used was the purposive sampling method by distributing questionnaires. The research tool is SPSS version 24.

The results of this study indicate that Readiness to Change has a positive and significant effect on the Dynamic Capabilities of MSMEs, Changes in Manpower have a negative and insignificant effect on the Dynamic Capabilities of MSMEs, Information Digitization cannot moderate and weaken the influence of Readiness to Change on MSME Dynamic Capabilities , and information Digitization can moderating and strengthening the influence of changes in Manpower on the Dynamic Capabilities of MSMEs.

*Keyword: MSMEs, Dynamic Capabilities, Readiness to Change,
Information Digitation*



ABSTRAK

Kemampuan Dinamis (*Dinamic Capability*) dalam menghadapi perubahan lingkungan sangatlah diperlukan, termasuk dalam lingkup ekonomi. Tidak dapat dipungkiri bahwa Usaha Mikro Kecil dan Menengah ikut ambil peran penting dalam kemajuan ekonomi di Indonesia, sehingga diperlukannya kemampuan dinamis dalam adaptasi terhadap perubahan lingkungan mengingat saat ini sedang masuk dalam era yang berbasiskan digital. karena untuk meningkatkan Usaha Mikro Kecil dan Menengah haruslah mengikuti perubahan lingkungan yang saat ini sudah masuk ke era digital dan para pelaku usaha harus mulai beradaptasi dengan hal tersebut. Penelitian ini akan menguji beberapa faktor utama yang akan mempengaruhi Kemampuan Dinamis UMKM yaitu Kesiapan Untuk Berubah dan Perubahan Tenaga Kerja. Selain beberapa faktor utama tersebut, ada faktor penguatan untuk mempengaruhi Kemampuan Dinamis yaitu Digitalisasi Informasi. Tujuan penelitian ini adalah untuk mengetahui pengaruh Kesiapan Untuk Berubah dan Perubahan Tenaga Kerja terhadap Kemampuan Dinamis dengan Digitasisasi Informasi sebagai variabel moderating pada Usaha Mikro Kecil dan Menengah. Metode yang digunakan dalam penelitian ini yaitu metode kuantitatif dan responden pada penelitian ini yaitu pelaku Usaha Mikro, Kecil, dan Menengah di Kabupaten Demak sebanyak 100 responden. Teknik pengambilan sampel menggunakan metode *Purposive Sampling* dengan membagikan kuesioner. Alat penelitiannya adalah SPSS versi 24.

Hasil penelitian ini menunjukkan bahwa Kesiapan Untuk Berubah berpengaruh positif dan signifikan terhadap Kemampuan Dinamis UMKM, Perubahan Tenaga Kerja berpengaruh negatif dan tidak signifikan terhadap Kemampuan Dinamis UMKM, Digitalisasi Informasi tidak dapat memoderasi dan memperlemah pengaruh Kesiapan Untuk Berubah terhadap Kemampuan Dinamis UMKM, dan Digitalisasi Informasi dapat memoderasi dan memperkuat pengaruh Perubahan Tenaga Kerja terhadap Kemampuan Dinamis UMKM.

Kata Kunci : UMKM, Kemampuan Dinamis, Kesiapan Untuk Berubah, Perubahan Tenaga Kerja, Digitalisasi Informasi