

ABSTRAK

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Program Studi : Program Magister Ilmu Manajemen
Judul : Pengaruh Orientasi Kewirausahaan Terhadap Adopsi Pemasaran Media Sosial dan Kinerja UMKM: Peran Moderasi Kemampuan Inovasi.

Penelitian ini bertujuan untuk menguji pengaruh orientasi kewirausahaan terhadap adopsi pemasaran media sosial dan kinerja UMKM melalui peran moderasi variabel kemampuan inovasi. Penelitian ini dilakukan pada 120 pelaku UMKM di Kabupaten Aceh Utara, dan pengumpulan data dilakukan melalui kuesioner yang disebar melalui *Google Form*. Alat analisis data menggunakan *Struktural Equation Modelling* (SEM) yang dioperasikan dengan Amos. Hasil penelitian menemukan orientasi kewirausahaan berpengaruh signifikan terhadap adopsi pemasaran media sosial dan kinerja UMKM. Adopsi pemasaran media sosial dan kemampuan inovasi secara signifikan juga meningkatkan kinerja UMKM. Dan dalam pengujian efek mediasi adopsi pemasaran media sosial secara signifikan mediasi pengaruh nilai pelanggan terhadap loyalitas pelanggan. Selanjutnya dalam pengujian efek moderasi, kemampuan inovasi secara signifikan memoderasi pengaruh adopsi pemasaran media sosial terhadap kinerja UMKM. Hasil penelitian ini diharapkan dapat memberikan kontribusi penting bagi pemangku kepentingan dalam menyusun kebijakan dan strategi pemasaran bisnis UMKM dimasa mendatang.

Kata kunci: orientasi kewirausahaan, adopsi pemasaran media sosial, kemampuan inovasi, kinerja UMKM

ABSTRACT

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Title : *The Influence of Entrepreneurial Orientation on Social Media Marketing Adoption and MSME Performance: The Moderating Role of Innovation Capability.*

This study aims to examine the influence of entrepreneurial orientation on the adoption of social media marketing and the performance of MSMEs through the moderating role of the innovation capability variable. This study was conducted on 120 MSMEs in North Aceh Regency, and data collection was carried out through questionnaires distributed through Google Forms. The data analysis tool used Structural Equation Modeling (SEM) operated with Amos. The results of the study found that entrepreneurial orientation significantly influenced the adoption of social media marketing and the performance of MSMEs. The adoption of social media marketing and innovation capability also significantly improved the performance of MSMEs. And in testing the mediation effect of social media marketing adoption significantly mediated the influence of customer value on customer loyalty. Furthermore, in testing the moderation effect, innovation capability significantly moderated the influence of social media marketing adoption on MSME performance. The results of this study are expected to provide important contributions for stakeholders in formulating MSME business marketing policies and strategies in the future.

Keywords: entrepreneurial orientation, adoption of social media marketing, innovation capability, MSME performance.