

Abstrak

Sektor UMKM sangat berpengaruh terhadap pertumbuhan ekonomi di berbagai negara termasuk Indonesia. Saat pandemi *Covid 19* Indonesia, UMKM terdampak dengan adanya kebijakan *social distancing*, pemberlakuan pembatasan kegiatan masyarakat (PPKM) dan kebijakan lain yang mengganggu aktivitas operasional UMKM. Demi mengatasi masalah tersebut, diperlukan kapabilitas yang mampu membantu kinerja UMKM. Terdapat empat kapabilitas dalam penelitian ini, yaitu kapabilitas inovasi, kapabilitas pemasaran, kapabilitas pembelajaran dan kapabilitas manajerial. Penelitian ini menguji hubungan tidak langsung antara kapabilitas dan kinerja UMKM melalui keunggulan kompetitif sebagai variabel pemediasi. Keunggulan kompetitif dianggap mampu memberikan peran penting dalam hubungan antara kapabilitas dan kinerja UMKM. Menggunakan pendekatan penelitian kuantitatif, penelitian ini mengumpulkan data dengan kuesioner kepada 107 pelaku UMKM kota Medan namun hanya 101 yang dapat digunakan. Penelitian ini membuktikan bahwa dua dari empat kapabilitas terbukti memberikan pengaruh positif dan signifikan terhadap kinerja keuangan. Penelitian ini juga membuktikan bahwa kapabilitas yang dimiliki perusahaan harus menciptakan keunggulan kompetitif agar mampu meningkatkan kinerja UMKM.

Abstract

The SMEs sector is very influential on economic growth in various countries, including Indonesia. During the Indonesian Covid-19 pandemic, SMEs were affected by social distancing policies, the implementation of community activity restrictions (PPKM) and other policies that disrupted SMEs operational activities. In order to overcome these problems, capabilities are needed that are able to help the performance of SMEs. There are four capabilities in this study, namely innovation capabilities, marketing capabilities, learning capabilities and managerial capabilities. This study examines the indirect relationship between the capability and performance of SMEs through competitive advantage as a mediating variable. Competitive advantage is considered capable of providing an important role in the relationship between SMEs capabilities and performance. Using a quantitative research approach, this study collected data with questionnaires to 107 SMEs actors in Medan, but only 101 were usable. This study proves that two of the four capabilities have a positive and significant effect on financial performance. This study also proves that the capabilities of the company must create a competitive advantage in order to be able to improve the performance of SMEs.