**PENGARUH INOVASI DAN KREATIVITAS TERHADAP *BUSINESS SUSTAINABILITY* DI MASA PANDEMI COVID-19 DENGAN *KNOWLEDGE MANAGEMENT* SEBAGAI VARIABEL INTERVENING(STUDI EMPIRIS PADA PELAKU UMKM DI SENDANGADI)**

**Putu Novia Parameswari Citra Dewi**

# **Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh inovasi dan kreativitas terhadap business sustainability di masa pandemic covid-19 dengan knowledge management sebagai variabel intervening (studi empiris pada pelaku UMKM di Sendangadi). Sampel dalam penelitian ini adalah pelaku UMKM di Sendangadi yang pernah membuka stand di lapangan Sendangadi setiap sunday morning. Teknik yang digunakan dalam pengambilan sampel adalah metode purposive sampling dengan jumlah 73 responden. Pengambilan data primer dilakukan dengan metode penyebaran kuesioner secara daring yang telah diuji validitas dan reliabilitasnya. Analisis dalam penelitian ini menggunakan analisis jalur atau path analysis dengan bantuan program IBM SPSS Statistic 23. Data dalam penelitian ini dinyatakan valid dan reliabel dilihat dari nilai signifikansi seluruh indikator variabel nilai r Hitungnya lebih besar dari r Tabel dan nilai Cronbach’s Alpha lebih besar daripada 0,7. Hasil dari penelitian ini menunjukkan bahwa secara secara bersama-sama inovasi, kreativitas berpengaruh signifikan terhadap knowledge management dan business sustainability, sedangkan knowledge management tidak berpengaruh signifikan terhadap business sustainability. Secara parsial inovasi, kreativitas, dan knowledge management berpengaruh signifikan terhadap business sustainability. Dari analisis jalur menunjukkan bahwa knowledge management secara parsial memediasi pengaruh inovasi dengan nilai pengaruh langsung sebesar 0,385 dan pengaruh tidak langsung sebesar 0,454. Pada variabel kreativitas, knowledge management juga berperan sebagai mediasi parsial dengan nilai pengaruh langsung sebesar 0,312 dan pengaruh tidak langsung sebesar 0,037. Dari hasil uji determinasi (R2) menunjukkan bahwa 58,5% inovasi dan kreativitas memiliki pengaruh terhadap knowledge management, sedangkan sisanya 41,5% dipengaruhi oleh variabel lain. Dan dari hasil uji determinasi (R2) menunjukkan bahwa 75,3% inovasi, kreativitas dan knowledge management memiliki pengaruh terhadap business sustainability, sedangkan sisanya 24,7% dipengaruhi oleh variabel lain selain dalam penelitian ini.

**Kata Kunci:** *Inovasi, Kreativitas, Business Sustainability, Knowledge Management.*



***THE INFLUENCE OF INNOVATION AND CREATIVITY***

***ON BUSINESS SUSTAINABILITY DURING THE COVID-19 PANDEMIC WITH KNOWLEDGE MANAGEMENT AS A VARIABLE INTERVENING***

***(EMPIRICAL STUDY ON MSME ACTORS IN SENDANGADI)***

***Putu Novia Parameswari Citra Dewi***

# ***Abstract***

*This study aims to analyze the effect of innovation and creativity on business sustainability during the COVID-19 pandemic with knowledge management as an intervening variable (empirical study on MSME actors in Sendangadi). The sample in this study were SMEs in Sendangadi who had opened a stand in the Sendangadi field every Sunday morning. The technique used in sampling is purposive sampling method with a total of 73 respondents. Primary data retrieval is done by distributing questionnaires online which have been tested for validity and reliability. The analysis in this study uses path analysis with the help of the IBM SPSS Statistic 23 program. The data in this study is declared valid and reliable as seen from the significance value of all indicator variables. r value is greater than r table and Cronbach's Alpha value is greater than 0, 7. The results of this study indicate that jointly innovation, creativity have a significant effect on knowledge management and business sustainability, while knowledge management has no significant effect on business sustainability. Partially, innovation, creativity, and knowledge management have a significant effect on business sustainability. The path analysis shows that knowledge management partially mediates the influence of innovation with a direct effect value of 0.385 and an indirect effect of 0.454. On the creativity variable, knowledge management also acts as a partial mediation with a direct influence value of 0.312 and an indirect effect of 0.037. The results of the determination test (R2) show that 58.5% of innovation and creativity have an influence on knowledge management, while the remaining 41.5% is influenced by other variables. And the results of the determination test (R2) show that 75.3% of innovation, creativity and knowledge management have an influence on business sustainability, while the remaining 24.7% is influenced by other variables other than in this study.*

***Keywords****: Innovation, Creativity, Business Sustainability, Knowledge Management*