

**PENGARUH SUMBER DAYA UNTUK EKSPERIMEN MODEL BISNIS &  
IMPLEMENTASI STRATEGI MODEL BISNIS TERHADAP KINERJA  
UMKM BATIK DI DAERAH ISTIMEWA YOGYAKARTA YANG  
DIMEDIASI INOVASI & EKSPERIMEN MODEL BISNIS**

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**ABSTRAK**

Tujuan penelitian ini adalah untuk mengetahui pengaruh sumber daya untuk eksperimen bisnis model dan implementasi strategi model bisnis terhadap kinerja UMKM Batik Daerah Istimewa Yogyakarta dimediasi inovasi dan eksperimen model bisnis. Penelitian ini menggunakan pendekatan kuantitatif. Jenis pendekatan kuantitatif penelitian ini menggunakan metode sensus yaitu sebanyak 128 pemilik atau pengelola UMKM Batik di Daerah Istimewa Yogyakarta yang rata-rata telah ber usaha selama 20 tahun, mayoritas pemilik/pengelola adalah perempuan, dengan tingkat Pendidikan rata-rata yaitu berasal dari akademi. Data yang digunakan dalam penelitian ini berupa data primer yang berasal dari kuesioner. Data primer dari kuesioner kemudian diolah menggunakan alat analisis aplikasi SmartPLS 4.0. Hasil analisis menunjukkan bahwa Sumber daya untuk eksperimen model bisnis berpengaruh negatif dan tidak signifikan terhadap inovasi UMKM Batik Daerah Istimewa Yogyakarta, Sumber daya untuk eksperimen model bisnis berpengaruh positif dan signifikan terhadap eksperimen model bisnis UMKM Batik Daerah Istimewa Yogyakarta, Implementasi strategi model bisnis berpengaruh positif dan signifikan terhadap inovasi UMKM Batik, Implementasi strategi model bisnis berpengaruh positif dan tidak signifikan terhadap eksperimen model bisnis UMKM Batik, Inovasi berpengaruh positif dan signifikan terhadap kinerja UMKM Batik, Eksperimen model bisnis positif dan signifikan terhadap kinerja UMKM Batik, Sumber daya untuk eksperimen model bisnis berpengaruh negatif dan tidak signifikan terhadap kinerja UMKM Batik dimediasi inovasi, Sumber daya untuk eksperimen model bisnis berpengaruh positif dan signifikan terhadap kinerja UMKM Batik dimediasi eksperimen model bisnis, Implementasi strategi model bisnis berpengaruh positif dan signifikan terhadap kinerja UMKM Batik dimediasi inovasi, Implementasi strategi model bisnis berpengaruh positif dan tidak signifikan terhadap kinerja UMKM Batik dimediasi eksperimen model bisnis.

**Kata kunci:** Sumber Daya untuk Eksperimen Model Bisnis, Implementasi Strategi Model Bisnis, Inovasi, Eksperimen Model Bisnis, Kinerja UMKM

**THE INFLUENCE OF RESOURCES FOR BUSINESS MODEL  
EXPERIMENTS & IMPLEMENTATION OF BUSINESS MODEL STRATEGIES  
ON THE PERFORMANCE OF BATIK MSMES IN THE YOGYAKARTA SPECIAL  
REGION MEDIATED BY INNOVATION & BUSINESS MODEL  
EXPERIMENTATION**

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**ABSTRACT**

*The purpose of this study is to determine the influence of resources for experimenting with business models and implementing business model strategies on the performance of SMEs (Small and Medium Enterprises) in the Batik industry in the Special Region of Yogyakarta, mediated by innovation and experimentation with business models. This research uses a quantitative approach a census method, involving 128 owners or managers of Batik SMEs in the Special Region of Yogyakarta. The data used in this study are primary data obtained from questionnaires. The primary data from the questionnaires are then processed using SmartPLS 4.0 analysis tool. The results of the analysis indicate that resources for experimenting with business models have a negative and non-significant effect on innovation in Batik SMEs in the Special Region of Yogyakarta, resources for experimenting with business models have a positive and significant effect on experimenting with business models in Batik SMEs in the Special Region of Yogyakarta, implementation of business model strategies has a positive and significant effect on innovation in Batik SMEs in the Special Region of Yogyakarta, implementation of business model strategies has a positive and non-significant effect on experimenting with business models in Batik SMEs in the Special Region of Yogyakarta, innovation has a positive and significant effect on business performance of Batik SMEs in the Special Region of Yogyakarta, experimenting with business models has a positive and significant effect on business performance of Batik SMEs in the Special Region of Yogyakarta, resources for experimenting with business models have a negative and non-significant effect on the business performance of Batik SMEs in the Special Region of Yogyakarta, mediated by innovation, resources for experimenting with business models have a positive and significant effect on the business performance of Batik SMEs in the Special Region of Yogyakarta, mediated by experimenting with business models, implementation of business model strategies has a positive and significant effect on the business performance of Batik SMEs in the Special Region of Yogyakarta, mediated by innovation, implementation of business model strategies has a positive and non-significant effect on the business performance of Batik SMEs in the Special Region of Yogyakarta, mediated by experimenting with business models.*

**Keywords:** *Resources for Business Model Experimentation, Implementation of Business Model Strategies, Innovation, Business Model Experimentation, SMSE Performance*

