

**PENGARUH *KNOWLEDGE SHARING* TERHADAP *SUSTAINABLE  
COMPETITIVE ADVANTAGE* YANG DIMEDIASI OLEH *INNOVATION  
CULTURE* DAN *BUSINESS PERFORMANCE* PADA UMKM  
*FASHIONPRENEUR* PROGRAM INKUBASI JOGJA *FASHION DUNIA***

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**ABSTRAK**

Kondisi daya saing usaha di tengah lingkungan yang dinamis memberikan tantangan tersendiri bagi UMKM. UMKM dituntut untuk memiliki keunggulan kompetitif yang berkelanjutan. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh *knowledge sharing* terhadap *sustainable competitive advantage* yang dimediasi oleh *innovation culture* dan *business performance* pada UMKM *fashionpreneur* Program Inkubasi Jogja *Fashion Dunia*. Sampel yang digunakan sebanyak 50 UMKM. Unit analisis dalam penelitian ini adalah UMKM *fashionpreneur* Program Inkubasi Jogja *Fashion Dunia* yang diwakili oleh pemilik dan pengelola sekaligus dijadikan responden. Adapun metode analisis yang digunakan dalam penelitian ini yaitu *Partial Least Square* (PLS). Hasil penelitian ini menunjukkan bahwa terhadap pengaruh langsung antar variabel yaitu: 1) *knowledge sharing* berpengaruh signifikan terhadap *sustainable competitive advantage*; 2) *knowledge sharing* berpengaruh signifikan terhadap *innovation culture*; 3) *innovation culture* berpengaruh signifikan terhadap *business performance*; 4) *innovation culture* berpengaruh signifikan terhadap *sustainable competitive advantage*; 5) *business performance* tidak berpengaruh signifikan terhadap *sustainable competitive advantage*; 6) *knowledge sharing* berpengaruh signifikan terhadap *sustainable competitive advantage* dimediasi *innovation culture*; 6) *innovation culture* tidak berpengaruh signifikan terhadap *sustainable competitive advantage* dimediasi *business performance*.

**Kata kunci:** *knowledge sharing, sustainable competitive advantage, innovation culture, business performance, SMEs, UMKM*

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**ABSTRACT**

*The competitive condition of businesses amidst a dynamic environment presents its own challenges for SMEs. SMEs are required to have sustainable competitive advantages. The purpose of this research is to analyze the influence of knowledge sharing on sustainable competitive advantage mediated by innovation culture and business performance in the UMKM fashionpreneur Program Inkubasi Jogja Fashion Dunia. The sample used consisted of 50 SMEs. The unit of analysis in this research is the UMKM fashionpreneur Program Inkubasi Jogja Fashion Dunia represented by owners and managers who also serve as respondents. The analysis method used in this research is Partial Least Square (PLS). The results of this research indicate that there is a direct influence between variables: 1) knowledge sharing significantly influences sustainable competitive advantage; 2) knowledge sharing significantly influences innovation culture; 3) innovation culture significantly influences business performance; 4) innovation culture significantly influences sustainable competitive advantage; 5) business performance does not significantly influence sustainable competitive advantage; 6) knowledge sharing significantly influences sustainable competitive advantage mediated by innovation culture; 7) innovation culture does not significantly influence sustainable competitive advantage mediated by business performance.*

**Keywords:** *knowledge sharing, sustainable competitive advantage, innovation culture, business performance, SMEs*