PENGARUH EFEK MEDIASI DAYA SAING TERHADAP TRANSFORMASI DIGITAL PADA KINERJA UMKM DI YOGYAKARTA DENGAN KELOMPOK GENERASI SEBAGAI EFEK MODERASI

INTISARI

UMKM sebagai penggerak ekonomi Indonesia mengalami tantangan serius pasca pandemi COVID-19. Proses transformasi digital diperlukan supaya bisnis dapat berlangsung. Studi ini bertujuan menganalisis pengaruh daya saing dalam memediasi hubungan transformasi digital terhadap kinerja UMKM. SEM-PLS MGA diterapkan dalam studi ini untuk meneliti perbedaan kinerja UMKM antara Generasi Tua dan Generasi Muda. Studi ini menggunakan data primer meliputi 156 pelaku UMKM di DIY. Hasil estimasi menunjukkan bahwa transformasi digital tidak berpengaruh terhadap kinerja UMKM, tetapi secara signifikan berpengaruh ketika dimediasi oleh daya saing. Berdasarkan kelompok generasi ditemukan bahwa kinerja UMKM Generasi Muda lebih berdaya saing daripada Generasi Tua.

Kata kunci: kinerja UMKM, transformasi digital, daya saing, kelompok generasi, analisis multigrup SEM-PLS.

THE MEDIATING EFFECT OF COMPETITIVENESS ON DIGITAL TRANSFORMATION AND MSME PERFORMANCE IN YOGYAKARTA WITH GENERATION AS A MODERATING EFFECT

ABSTRACT

MSMEs, as the driving force of Indonesia's economy, are facing significant challenges following the COVID-19 pandemic. Digital transformation is essential for businesses to thrive. This study aims to analyze the mediating role of competitiveness between digital transformation and MSME performance. SEM-PLS MGA was employed to examine potential differences in MSME performance between Older and Younger Generation. Primary data from 156 MSME actors in Yogyakarta was used. The results indicate that while digital transformation alone has no direct impact on MSME performance, it significantly influences performance when mediated by competitiveness. Moreover, Younger Generation MSMEs were found to be more competitive than Older Generation.

Keywords: *MSMEs performance, digital transformation, competitive advantage, generation cohort, multigroup analysis SEM-PLS.*