

PENGARUH *ORGANIZATIONAL CULTURE* TERHADAP *COMPETITIVE ADVANTAGE* YANG DIMEDIASI OLEH *KNOWLEDGE SHARING* DAN *ORGANIZATIONAL INNOVATION* PADA UMKM *FASHION* DI KOTA YOGYAKARTA

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ABSTRAK

Persaingan usaha di tengah perkembangan teknologi dan globalisasi menuntut UMKM untuk memiliki keunggulan dalam bersaing. UMKM fashion di Kota Yogyakarta menjadi sektor strategis karena kemampuannya dalam beradaptasi dengan dinamika pasar dan tren konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh *organizational culture* terhadap *competitive advantage* yang dimediasi oleh *knowledge sharing* dan *organizational innovation* pada UMKM fashion di Kota Yogyakarta. Sampel yang digunakan sebanyak 91 UMKM fashion. Unit analisis dalam penelitian ini adalah UMKM fashion yang berada di Kota Yogyakarta. Teknik sampling yang digunakan adalah *Probability sampling* dengan metode *cluster sampling*, sedangkan metode analisis yang digunakan adalah *Partial Least Square* (PLS). Hasil penelitian ini menunjukkan pengaruh antar variabel sebagai berikut: (1) *organizational culture* tidak berpengaruh signifikan terhadap *competitive advantage*; (2) *organizational culture* berpengaruh signifikan terhadap *knowledge sharing*; (3) *organizational culture* berpengaruh signifikan terhadap *organizational innovation*; (4) *knowledge sharing* berpengaruh signifikan terhadap *organizational innovation*; (5) *organizational innovation* tidak berpengaruh signifikan terhadap *competitive advantage*; (6) *organizational culture* berpengaruh signifikan terhadap *competitive advantage* yang dimediasi *knowledge sharing*; (7) *organizational innovation* tidak mampu memediasi pengaruh *organizational culture* terhadap *competitive advantage*. Penelitian ini menunjukkan bahwa *organizational culture* berperan penting dalam membentuk *competitive advantage* secara tidak langsung melalui peningkatan *knowledge sharing*. Namun, *organizational innovation* belum cukup kuat untuk menjadi mediator dalam hubungan antara *organizational culture* dan *competitive advantage*.

Kata kunci: *Organizational culture*, *Knowledge sharing*, *Organizational innovation*, *competitive advantage*, UMKM Fashion, Yogyakarta

***THE INFLUENCE OF ORGANIZATIONAL CULTURE ON COMPETITIVE
ADVANTAGE MEDIATED BY KNOWLEDGE SHARING AND
ORGANIZATIONAL INNOVATION IN SMALL AND MEDIUM-SIZED
ENTERPRISES IN THE FASHION IN YOGYAKARTA CITY***

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ABSTRACT

Business competition in the era of technological advancement and globalization demands that Micro, Small, and Medium Enterprises (MSMEs) possess strong competitive advantages. The fashion MSMEs in Yogyakarta City represent a strategic sector due to their adaptability to market dynamics and consumer trends. This study aims to analyze the influence of organizational culture on competitive advantage, mediated by knowledge sharing and organizational innovation in fashion MSMEs in Yogyakarta City. The study involved a sample of 91 fashion MSMEs. The unit of analysis in this research is fashion MSMEs located in Yogyakarta City. The sampling technique used is probability sampling with the cluster sampling method, and the analytical tool employed is Partial Least Squares (PLS). The results of the study reveal the following relationships among variables: (1) Organizational culture does not have a significant direct effect on competitive advantage; (2) Organizational culture has a significant effect on knowledge sharing; (3) Organizational culture has a significant effect on organizational innovation; (4) Knowledge sharing has a significant effect on organizational innovation; (5) Organizational innovation does not have a significant effect on competitive advantage; (6) Organizational culture has a significant effect on competitive advantage when mediated by knowledge sharing; (7) Organizational innovation is not able to mediate the relationship between organizational culture and competitive advantage. These findings indicate that organizational culture plays an important role in shaping competitive advantage indirectly through enhanced knowledge sharing. However, organizational innovation has not yet proven strong enough to mediate the relationship between organizational culture and competitive advantage.

Keywords: Organizational Culture, Knowledge Sharing, Organizational Innovation, Competitive Advantage, Fashion MSMEs, Yogyakarta.