

PENGARUH *TECHNOLOGICAL CAPABILITY* DAN *COMPETITIVE ADVANTAGE* TERHADAP *SUSTAINABLE PERFORMANCE* YANG DIMEDIASI *LEARNING CAPABILITY* PADA UMKM SENTRA INDUSTRI KERAJINAN KULIT DESA MANDING, BANTUL, DAERAH ISTIMEWA YOGYAKARTA

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ABSTRAK

Keberlanjutan usaha mikro, kecil, dan menengah (UMKM) menghadapi tantangan yang semakin kompleks akibat meningkatnya persaingan pasar, perubahan preferensi konsumen, serta perkembangan teknologi yang pesat. Kondisi ini menuntut UMKM untuk tidak hanya mengandalkan keunggulan produk tradisional, tetapi juga memperkuat kapabilitas internal agar mampu mencapai *sustainable performance*. Oleh karena itu, penelitian ini bertujuan untuk mengkaji pengaruh *technological capability* dan *competitive advantage* terhadap *sustainable performance* yang dimediasi *learning capability* pada UMKM Sentra Industri Kerajinan Kulit Desa Manding, Bantul, DIY. Penelitian ini menggunakan metode kuantitatif, data dikumpulkan dari 45 UMKM melalui kuesioner dan sebanyak 40 kuesioner dinyatakan layak untuk dianalisis menggunakan *Partial Least Square* (PLS). Hasil penelitian menunjukkan bahwa *learning capability* berpengaruh positif terhadap *sustainable performance* dan memediasi pengaruh *technological capability* dan *competitive advantage* terhadap *sustainable performance*. *Competitive advantage* berpengaruh positif terhadap *sustainable performance*. Namun, *technological capability* tidak berpengaruh secara langsung terhadap *sustainable performance*. Penelitian ini menekankan pentingnya *learning capability* sebagai faktor kunci dalam mentransformasikan *technological capability* dan *competitive advantage* menjadi *sustainable performance*.

Kata kunci: *Technological Capability*, *Competitive Advantage*, *Learning Capability*, *Sustainable Performance*.

**THE INFLUENCE OF TECHNOLOGICAL CAPABILITY AND
COMPETITIVE ADVANTAGE ON SUSTAINABLE PERFORMANCE
MEDIATED BY LEARNING CAPABILITY IN SMALL AND MEDIUM
ENTERPRISES OF THE LEATHER CRAFT INDUSTRY CENTER IN
MANDING VILLAGE, BANTUL, SPECIAL REGION OF YOGYAKARTA**

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ABSTRACT

The sustainability of micro, small, and medium enterprises (MSMEs) faces increasingly complex challenges due to rising market competition, changes in consumer preferences, and rapid technological developments. This situation requires MSMEs not only to rely on the advantages of traditional products but also to strengthen their internal capabilities to achieve sustainable performance. Therefore, this study aims to examine the influence of technological capability and competitive advantage on sustainable performance, mediated by learning capability, in the MSMEs of the Leather Craft Industry Center in Manding Village, Bantul, DIY. This study uses a quantitative method, with data collected from 45 MSMEs through questionnaires, of which 40 questionnaires were deemed valid for analysis using Partial Least Square (PLS). The research results show that learning capability has a positive effect on sustainable performance and mediates the influence of technological capability and competitive advantage on sustainable performance. Competitive advantage has a positive effect on sustainable performance. However, technological capability does not have a direct effect on sustainable performance. This study emphasizes the importance of learning capability as a key factor in transforming technological capability and competitive advantage into sustainable performance.

Keywords: Technological Capability, Competitive Advantage, Learning Capability, Sustainable Performance.