

**PENGARUH *TECHNOLOGY, ORGANIZATION, ENVIRONMENT*, DAN
DIGITAL TRANSFORMATION TERHADAP *SUSTAINABLE
ORGANIZATIONAL PERFORMANCE* PADA UMKM KERAJINAN
TANGAN DI KOTA YOGYAKARTA**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kerangka *Technology, Organization, dan Environment* (TOE) terhadap *digital transformation* serta dampaknya pada *sustainable organizational performance* di UMKM kerajinan tangan Yogyakarta, mengingat hambatan adopsi teknologi masih menjadi penghalang utama pencapaian kinerja berkelanjutan di sektor tersebut. Penelitian menggunakan pendekatan kuantitatif dengan data yang dikumpulkan dari 96 responden dan dianalisis menggunakan metode *Structural Equation Modeling* (SEM-PLS). Hasil penelitian menunjukkan bahwa faktor *organization* dan *environment* berpengaruh positif dan signifikan terhadap *digital transformation*, sedangkan faktor *technology* tidak terbukti berpengaruh signifikan terhadap *digital transformation* pada objek penelitian ini. *Digital transformation* terbukti berpengaruh positif dan signifikan terhadap *sustainable organizational performance*, serta mampu memediasi pengaruh faktor *organization* dan *environment* terhadap kinerja organisasi berkelanjutan, namun tidak mampu memediasi pengaruh faktor *technology*. Hasil ini mengimplikasikan bahwa kesiapan internal organisasi dan dukungan lingkungan eksternal merupakan kunci keberhasilan *digital transformation* dalam mencapai kinerja berkelanjutan, sehingga pelaku UMKM disarankan meningkatkan investasi pada kompetensi digital dan manajemen adaptif, sementara pemerintah dan pihak terkait diharapkan terus memperkuat ekosistem digital guna meningkatkan daya saing sektor kerajinan tangan secara berkelanjutan.

Kata kunci: *Technology–Organization–Environment; digital transformation; sustainable organizational performance; UMKM kerajinan tangan; kinerja berkelanjutan.*

***THE INFLUENCE OF TECHNOLOGY, ORGANIZATION,
ENVIRONMENT, AND DIGITAL TRANSFORMATION ON THE
SUSTAINABLE ORGANIZATIONAL PERFORMANCE OF HANDICRAFT
SMEs IN YOGYAKARTA***

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ABSTRACT

This study aims to analyze the influence of the Technology, Organization, and Environment (TOE) framework on digital transformation and its impact on sustainable organizational performance among handicraft small and medium enterprises (SMEs) in Yogyakarta, given that barriers to technology adoption remain a primary obstacle to achieving sustainable performance in this sector. A quantitative approach was employed, with data collected from 96 respondents and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that the organization and environment factors have a positive and significant influence on digital transformation, whereas the technology factor does not demonstrate a significant effect on digital transformation in the context of this study. Digital transformation is proven to positively and significantly affect sustainable organizational performance, and it successfully mediates the influence of the organization and environment factors on sustainable organizational performance; however, it fails to mediate the influence of the technology factor. These findings imply that internal organizational readiness and external environmental support are the primary drivers of successful digital transformation in achieving sustainable performance; therefore, SME owners are encouraged to invest in digital competencies and adaptive management, while the government and relevant stakeholders are expected to continue strengthening the digital ecosystem to enhance the long-term competitiveness of the handicraft sector.

Keywords: *Technology–Organization–Environment; digital transformation; sustainable organizational performance; handicraft SMEs; sustainable performance.*