

PENGARUH *INNOVATION CAPABILITY, SOCIAL CAPITAL, DAN DYNAMIC CAPABILITY* TERHADAP *SUSTAINABLE PERFORMANCE* PADA UMKM BATIK YANG TERGABUNG DALAM PAGUYUBAN BATIK GIRILOYO, KABUPATEN BANTUL, DAERAH ISTIMEWA YOGYAKARTA

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ABSTRAK

Keberlanjutan usaha mikro, kecil, dan menengah (UMKM) batik menghadapi tantangan yang semakin kompleks seiring meningkatnya persaingan pasar, perubahan preferensi konsumen, serta dinamika lingkungan usaha. Kondisi tersebut menuntut UMKM batik tidak hanya mengandalkan nilai budaya dan keunikan produk, tetapi juga memperkuat kapabilitas internal guna mencapai *Sustainable Performance*. Oleh karena itu, penelitian ini bertujuan untuk menganalisis pengaruh *Innovation Capability, Social Capital, dan Dynamic Capability* terhadap *Sustainable Performance* pada UMKM Batik yang tergabung dalam Paguyuban Batik Giriloyo, Kabupaten Bantul, Daerah Istimewa Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei, dengan seluruh populasi sebanyak 50 UMKM dijadikan responden melalui penyebaran kuesioner. Data penelitian dianalisis menggunakan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa *Innovation Capability* dan *Social Capital* berpengaruh positif dan signifikan terhadap *Sustainable Performance*, sedangkan *Dynamic Capability* tidak berpengaruh terhadap *Sustainable Performance*. Temuan ini menunjukkan bahwa penguatan kemampuan inovasi dan hubungan sosial antar pelaku usaha memiliki peran penting dalam mendukung keberlanjutan kinerja UMKM batik.

Kata Kunci: *Innovation Capability, Social Capital, Dynamic Capability Sustainable Performance, UMKM Batik*

THE EFFECT OF INNOVATION CAPABILITY, SOCIAL CAPITAL, AND DYNAMIC CAPABILITY ON SUSTAINABLE PERFORMANCE OF BATIK MSMEs AFFILIATED WITH THE GIRILOYO BATIK ASSOCIATION, BANTUL REGENCY, SPECIAL REGION OF YOGYAKARTA

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ABSTRACT

The sustainability of batik micro, small, and medium enterprises (MSMEs) faces increasingly complex challenges due to intensified market competition, changing consumer preferences, and dynamic business environments. These conditions require batik MSMEs not only to rely on cultural values and product uniqueness but also to strengthen their internal capabilities in order to achieve sustainable performance. Therefore, this study aims to examine the effect of Innovation Capability, Social Capital, and Dynamic Capability on Sustainable Performance among batik MSMEs that are members of the Giriloyo Batik Association in Bantul Regency, Special Region of Yogyakarta. This study employs a quantitative approach using a survey method, with the entire population of 50 MSMEs serving as respondents through questionnaire distribution. The research data were analyzed using SPSS software. The results indicate that Innovation Capability and Social Capital have a positive and significant effect on Sustainable Performance, whereas Dynamic Capability does not have a significant effect on Sustainable Performance. These findings suggest that strengthening innovation capabilities and social relationships among business actors plays an important role in supporting the sustainable performance of batik MSMEs.

Keywords: Innovation Capability, Social Capital, Dynamic Capability, Sustainable Performance, Batik MSMEs