

ABSTRACT:

This study aims to examine the relationship between job satisfaction and innovation capability on the performance of artisan industries, considering the mediating role of stakeholder pressure. The study was conducted in four regencies of Madura (Sampang, Bangkalan, Pamekasan, and Sumenep), which have significant potential in the traditional crafts sector but face challenges such as low industrial performance. The research employed a quantitative approach with purposive sampling techniques (criteria: a minimum of one year of work experience, age ≥ 17 years, and being a craftsman). Data collection was carried out using questionnaires and analyzed through SmartPLS. The results revealed that job satisfaction (X1) and innovation capability (X2) significantly influence performance (Y). Stakeholder pressure (Z) also has a significant impact on performance; however, the interaction between stakeholder pressure and innovation capability on performance is not significant, whereas its interaction with job satisfaction is significant. These findings underline the importance of enhancing internal factors such as job satisfaction and innovation, as well as strategies for managing stakeholder pressure to optimize the performance of artisan industries in Madura. This research is expected to provide practical and theoretical contributions to developing strategies to improve the competitiveness of local industries.

Keywords: Job satisfaction¹, Innovation capability², Industry performance³, Stakeholder pressure⁴.

ABSTRAK:

Penelitian ini bertujuan untuk mengkaji hubungan antara kepuasan kerja dan kemampuan berinovasi terhadap kinerja industri artisan, dengan mempertimbangkan peran mediasi tekanan stakeholder. Studi dilakukan di empat kabupaten di Madura (Sampang, Bangkalan, Pamekasan, dan Sumenep) yang memiliki potensi besar dalam sektor kerajinan tradisional, tetapi menghadapi tantangan berupa rendahnya kinerja industri. Metode penelitian menggunakan pendekatan kuantitatif dengan teknik purposive sampling (kriteria: masa kerja minimal 1 tahun, usia ≥ 17 tahun, dan merupakan pengrajin). Pengumpulan data dilakukan melalui kuesioner dan dianalisis menggunakan SmartPLS. Hasil penelitian menunjukkan bahwa kepuasan kerja (X1) dan kemampuan berinovasi (X2) berpengaruh signifikan terhadap kinerja (Y). Tekanan stakeholder (Z) juga berpengaruh signifikan terhadap kinerja, namun interaksi tekanan stakeholder dengan kemampuan berinovasi terhadap kinerja tidak signifikan, sedangkan dengan kepuasan kerja signifikan. Kesimpulan ini menggaris bawahi pentingnya meningkatkan faktor internal seperti kepuasan kerja dan berinovasi, serta strategi pengelolaan tekanan stakeholder untuk mengoptimalkan kinerja industri artisan di Madura. Penelitian ini diharapkan dapat memberikan kontribusi praktis dan teoretis dalam pengembangan strategi peningkatan daya saing industri lokal.

Kata Kunci: Kepuasan kerja¹, Kemampuan berinovasi², Kinerja industri³, Tekanan stakeholder⁴.