

ABSTRAK

Nailussa'adah Aviva. 2024. **Pengaruh *Entrepreneurial Leadership* Dan Motivasi Terhadap *Business Performance* Melalui *Innovation Capability* Sebagai Variabel Intervening Pada UMKM Di Kecamatan Kota Bangkalan**
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Penelitian ini meneliti *entrepreneurial leadership* mencakup kemampuan untuk mempengaruhi dan mengorganisir perilaku sekelompok orang menggunakan keterampilan kewirausahaan untuk mengoptimalkan kreativitas dan inovasi, akhirnya mencapai tujuan organisasi. Motivasi, yang didefinisikan sebagai dorongan internal untuk memenuhi tujuan individu atau organisasi, memainkan peran penting dalam meningkatkan kinerja bisnis.

Penelitian ini menggunakan metode kuantitatif, mengumpulkan data melalui survei yang didistribusikan kepada pemilik UMKM di Kota Bangkalan. Variabel utama yang diteliti meliputi *entrepreneurial leadership*, motivasi, *innovation capability*, dan *business performance*. Temuan penelitian ini menunjukkan bahwa *entrepreneurial leadership* dan motivasi secara positif dan signifikan mempengaruhi *business performance*. *Innovation capability* berperan sebagai variabel mediasi yang signifikan, meningkatkan dampak langsung *entrepreneurial leadership* dan motivasi terhadap *business performance*. Hasil penelitian ini menunjukkan bahwa *entrepreneurial leadership* berpengaruh positif dan signifikan terhadap *business performance* sebesar 0,250, motivasi berpengaruh positif dan signifikan terhadap *business performance* sebesar 0,268, *innovation capability* berpengaruh positif dan signifikan terhadap *business performance* sebesar 0,453, *entrepreneurial leadership* berpengaruh positif dan signifikan terhadap *innovation capability* sebesar 0,574, motivasi berpengaruh positif dan signifikan terhadap *innovation capability* sebesar 0,332, *entrepreneurial leadership* berpengaruh positif dan signifikan terhadap *business performance* melalui *innovation capability* sebesar 0,260, dan motivasi berpengaruh positif dan signifikan terhadap *business performance* melalui *innovation capability* sebesar 0,150.

Kata Kunci: *Entrepreneurial Leadership*, Motivasi, *Business Performance*, *Innovation Capability*, UMKM, Kota Bangkalan.

ABSTRACT

*Nailussa'adah Aviva. 2024. **The effect of entrepreneurial leadership and motivation on business performance with innovation capability as an Intervening variable in SMEs in Bangkalan District.** Supervisors: (1) Dr. Hj. Iriani Ismail, Dra., M.M & (2) Dr. Mochammad Isa Anshori, S.E., M.Si.*

This research examines entrepreneurial leadership, which includes the ability to influence and organize the behavior of a group of people using entrepreneurial skills to optimize creativity and innovation, ultimately achieving organizational goals. Motivation, defined as the internal drive to fulfill individual or organizational goals, plays a crucial role in enhancing business performance.

The study employs a quantitative method, collecting data through surveys distributed to SME owners in Kota Bangkalan. The main variables studied include entrepreneurial leadership, motivation, innovation capability, and business performance. The findings of this research indicate that entrepreneurial leadership and motivation positively and significantly influence business performance. Innovation capability serves as a significant mediating variable, enhancing the direct impacts of entrepreneurial leadership and motivation on business performance. The results show that entrepreneurial leadership has a positive and significant effect on business performance at 0.250, motivation has a positive and significant effect on business performance at 0.268, innovation capability has a positive and significant effect on business performance at 0.453, entrepreneurial leadership has a positive and significant effect on innovation capability at 0.574, motivation has a positive and significant effect on innovation capability at 0.332, entrepreneurial leadership has a positive and significant effect on business performance through innovation capability at 0.260, and motivation has a positive and significant effect on business performance through innovation capability at 0.150.

Keywords: Entrepreneurial Leadership, Motivation, Business Performance, Innovation Capability, MSMEs, Kota Bangkalan.