

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh budaya organisasi dan tekanan *stakeholder* terhadap kemampuan berinovasi. Penelitian ini menggunakan metode kuantitatif dengan pendekatan Structural Equation Modeling (SEM) melalui perangkat lunak SmartPLS, melibatkan sampel 150 responden dari sektor artisan entrepreneurship di Madura. Hasil penelitian menunjukkan bahwa: (1) Budaya organisasi memiliki pengaruh positif signifikan terhadap tekanan *stakeholder*, dengan nilai original sample sebesar 0,268, P-value 0,001, dan t-statistik sebesar 3,223, sehingga hipotesis pertama diterima. (2) Tekanan *stakeholder* tidak memiliki pengaruh signifikan terhadap kemampuan berinovasi, dengan nilai original sample sebesar 0,120, P-value 0,175, dan t-statistik sebesar 1,358, sehingga hipotesis kedua ditolak. (3) Budaya organisasi memiliki pengaruh positif signifikan terhadap kemampuan berinovasi, dengan nilai original sample sebesar 0,416, P-value 0,000, dan t-statistik sebesar 5,440, sehingga hipotesis ketiga diterima. (4) Tekanan *stakeholder* tidak memediasi hubungan antara budaya organisasi dan kemampuan berinovasi secara signifikan, dengan nilai original sample sebesar 0,032, P-value 0,215, dan t-statistik sebesar 1,358, sehingga hipotesis keempat ditolak. Temuan ini menegaskan bahwa budaya organisasi yang inovatif dan kolaboratif memiliki pengaruh langsung yang signifikan terhadap kemampuan berinovasi, tanpa memerlukan mediasi tekanan *stakeholder*. Selain itu, meskipun tekanan *stakeholder* tidak signifikan dalam mendorong inovasi, pengelolaan hubungan dengan *stakeholder* tetap penting untuk mendukung keberlanjutan organisasi. Hasil penelitian ini memberikan landasan penting bagi pengembangan strategi inovasi yang relevan dalam menghadapi tantangan pasar dan mendukung keberlanjutan artisan entrepreneurship di Madura.

**Kata kunci:** budaya organisasi, tekanan *stakeholder*, inovasi, artisan entrepreneurship.

## **ABSTRACT**

*This study aims to analyze the influence of organizational culture and stakeholder pressure on innovation capability. This research employs a quantitative method using the Structural Equation Modeling (SEM) approach with SmartPLS software, involving a sample of 150 respondents from the artisan entrepreneurship sector in Madura. The results indicate that: (1) Organizational culture has a significant positive influence on stakeholder pressure, with an original sample value of 0.268, a P-value of 0.001, and a t-statistic of 3.223, thus supporting the acceptance of the first hypothesis. (2) Stakeholder pressure does not have a significant influence on innovation capability, with an original sample value of 0.120, a P-value of 0.175, and a t-statistic of 1.358, leading to the rejection of the second hypothesis. (3) Organizational culture has a significant positive influence on innovation capability, with an original sample value of 0.416, a P-value of 0.000, and a t-statistic of 5.440, thus supporting the acceptance of the third hypothesis. (4) Stakeholder pressure does not significantly mediate the relationship between organizational culture and innovation capability, with an original sample value of 0.032, a P-value of 0.215, and a t-statistic of 1.358, leading to the rejection of the fourth hypothesis. These findings confirm that an innovative and collaborative organizational culture has a direct and significant influence on innovation capability without requiring stakeholder pressure as a mediator. Furthermore, although stakeholder pressure is not significant in driving innovation, managing stakeholder relationships remains crucial to ensuring organizational sustainability. This study provides a critical foundation for developing relevant innovation strategies to address market challenges and support the sustainability of artisan entrepreneurship in Madura.*

**Keywords:** *organizational culture, stakeholder pressure, innovation, artisan entrepreneurship*