

**ANALISIS PENGARUH *ENTREPRENEURIAL ORIENTATION*
TERHADAP *INNOVATION PERFORMANCE* DAN *DIGITAL
TRANSFORMATION* WIRUSAHA MIKRO KOTA PADANG DENGAN
DYNAMIC CAPABILITY SEBAGAI VARIABEL MEDIASI**

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**ANALISIS PENGARUH *ENTREPRENEURIAL ORIENTATION*
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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *entrepreneurial orientation* terhadap *innovation performance* dan *digital transformation* wirausaha mikro Kota Padang dengan *dynamic capability* sebagai variabel mediasi. Pendekatan yang digunakan adalah kuantitatif melalui survei terhadap 230 wirausaha mikro dengan teknik *purposive sampling*. Analisis data dilakukan menggunakan *Structural Equation Modelling – Partial Least Square* (SEM-PLS). Hasil penelitian menunjukkan bahwa *entrepreneurial orientation* tidak berpengaruh secara langsung terhadap *innovation performance* maupun *digital transformation*, namun berpengaruh positif terhadap *dynamic capabilities*. Selanjutnya, *dynamic capabilities* berpengaruh positif terhadap *innovation performance* dan *digital transformation*. Serta terbukti memediasi hubungan antara *entrepreneurial orientation* terhadap *innovation performance* dan *digital transformation*. Implikasi penelitian bagi wirausaha mikro untuk meningkatkan inisiatif perubahan, ketangkasan pengambilan keputusan, eksplorasi informasi, efisiensi biaya inovasi, dan pembaruan model bisnis berbasis digital. Selain itu, hasil ini juga dapat menjadi dasar bagi pemerintah daerah dalam merancang program pelatihan dan pendampingan yang berfokus pada penguatan kapasitas internal pelaku usaha, khususnya dalam menghadapi *digital transformation* dan tuntutan inovasi.

Kata kunci: *Digital Transformation, Dynamic Capabilities, Entrepreneurial Orientation, Innovation Performance, Wirausaha Mikro*

**ANALYZING THE INFLUENCE OF ENTREPRENEURIAL
ORIENTATION ON INNOVATION PERFORMANCE AND DIGITAL
TRANSFORMATION OF MICRO-ENTERPRISES IN PADANG CITY
WITH DYNAMIC CAPABILITY AS A MEDIATING VARIABLE**

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ABSTRACT

This study aims to analyze the effect of entrepreneurial orientation on the innovation performance and digital transformation of micro-enterprises in Padang City, with dynamic capabilities as a mediating variable. A quantitative approach was employed through a survey of 230 micro-entrepreneurs using purposive sampling. Data were analyzed using Structural Equation Modeling–Partial Least Square (SEM-PLS). The results show that entrepreneurial orientation does not have a direct effect on innovation performance or digital transformation, but has a significant positive effect on dynamic capabilities. Furthermore, dynamic capabilities positively influence both innovation performance and digital transformation, and are proven to mediate the relationship between entrepreneurial orientation and these two outcomes. The findings imply that micro-entrepreneurs need to enhance their initiative for change, decision-making agility, information exploration, cost efficiency in innovation, and digital-based business model transformation. In addition, the results may serve as a foundation for local governments to design training and mentoring programs that focus on strengthening the internal capacities of micro-entrepreneurs, particularly in responding to digital transformation and innovation demands.

Keywords: Digital Transformation, Dynamic Capabilities, Entrepreneurial Orientation, Innovation Performance, Micro-Entrepreneurs