

Dampak Modal Psikologis, Motivasi Kerja, dan Inovasi Terhadap Kinerja Usaha Kecil Sektor Kuliner di Depok Jawa Barat

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Abstrak

Usaha kecil di Kelurahan Pancoran Mas Kota Depok Jawa Barat dinilai sebagai contoh solusi yang berhasil dalam menghadapi situasi ekonomi yang menurun, dimana masyarakat bisa bertahan bahkan mengembangkan usahanya. Situasi dan perkembangan sektor ini mendorong penulis untuk melakukan penelitian demi mengetahui kesiapan para pelaku usaha baik secara mental maupun fisik dengan menganalisis modal psikologis, motivasi kerja, dan inovasi terhadap kinerja usaha kecil sektor kuliner di Kelurahan Pancoran Mas Kota Depok Jawa Barat dengan penelitian langsung ke lapangan menggunakan teknik pengumpulan sampel *purposive sampling* dan metode analisis jalur (*Path Analysis*) dengan menggunakan alat ukur *SmartPLS 3.0*. Sampel yang digunakan untuk penelitian berjumlah 100 responden yang telah menekuni usaha berjualan pakaian jadi selama minimal dua tahun. Dari data primer dan sekunder yang berhasil dikumpulkan, diketahui bahwa secara langsung modal psikologis, motivasi, dan inovasi berpengaruh signifikan dan positif terhadap kinerja usaha kecil sektor kuliner. Selain itu, secara tidak langsung modal psikologis dan motivasi berpengaruh signifikan dan positif terhadap kinerja melalui inovasi.

Kata kunci: Usaha Kecil, Modal Psikologis, Motivasi, Inovasi, Kinerja.

***The Impact of Psychological Capital, Work Motivation,
And Innovation on The Performance of The Small Business
of Sector Food in Depok West Java***

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Abstract

Small businesses in Pancoran Mas, Depok City, West Java are considered as examples of successful solution in facing declining economic situation, in which people can survive and even expand their business. The situation and development of this sector prompted the author to do research in order to find out the readiness of entrepreneur both mentally and physically by analyzing psychological capital, work motivation, and innovation on the performance of the food sector's small businesses in Pancoran Mas, Depok City, West Java with direct observation into the field. Using purposive sampling techniques to collection sample and path analysis methods by using SamrtPLS 3.0 measuring instrument. The number of samples this research as 100 respondents that walk on selling foods minimal two years. Based on primary and secondary data that have been collected, it is known that direct effect from psychological capital, motivation, and innovation have positive significant influence towards the performance of the small business sector in the foods sector. And then, indirect effect from psychological capital and motivation have positive significant influence towards performance through innovation.

Keywords: *Small Business, Psychological Capital, Motivation, Innovation, Performance.*