

ABSTRACT

The Role of Business Agility in Mediating the Influence of Digital Capability and Operational Capability on the Operational Performance of Food MSMEs in Tawang District, Tasikmalaya City

By:

**Salma Fadhillah Chandra
223402213**

Under the Guidance of:

**Lucky Radi Rinandiyana
Aquinaldo Sistanto Putra**

The purpose of this research is to determine the role of business agility in mediating the influence of digital capability and operational capability on operational performance. The method used is a quantitative method with data collection through a questionnaire survey. The data analysis technique was carried out using SmartPLS 4.1 software by testing the Outer Model, Inner Model, and Bootstrapping measurements. The research results based on descriptive analysis show that the levels of digital capability, operational capability, business agility, and operational performance of Food MSMEs in Tawang District are in the "Good" category. The results of this study indicate that digital capability has a significant effect on business agility, operational capability has a significant effect on business agility, business agility has a significant effect on operational performance, and business agility mediates the influence of digital capability and operational capability on Operational Performance.

Keywords: *business agility, digital capability, operational capability, operational performance.*

ABSTRAK

Peran *Business Agility* Dalam Memediasi Pengaruh Kapabilitas Digital dan Kapabilitas Operasional Terhadap Kinerja Operasional UMKM Makanan di Kecamatan Tawang Kota Tasikmalaya

Oleh:

**Salma Fadhillah Chandra
223402213**

Dibawah Bimbingan:

**Lucky Radi Rinandiyana
Aquinaldo Sistanto Putra**

Tujuan penelitian ini adalah untuk mengetahui peran *business agility* dalam memediasi pengaruh kapabilitas digital dan kapabilitas operasional terhadap kinerja operasional. Metode yang digunakan adalah metode kuantitatif dengan pengumpulan data melalui survei kuesioner. Teknik analisis data dilakukan menggunakan *software* SmartPLS 4.1 dengan menguji pengukuran *Outer Model*, *Inner Mode*, dan *Bootstrapping*. Hasil penelitian berdasarkan pada analisis deskriptif menunjukkan tingkat kapabilitas digital, kapabilitas operasional, *business agility*, dan kinerja operasional pada UMKM Makanan di Kecamatan tawang berada pada kategori Baik. Hasil penelitian ini menyatakan bahwa kapabilitas digital berpengaruh signifikan terhadap *business agility*, kapabilitas operasional berpengaruh signifikan terhadap *business agility*, *business agility* berpengaruh signifikan terhadap kinerja operasional, serta *business agility* memediasi pengaruh kapabilitas digital dan kapabilitas operasional terhadap Kinerja Operasional.

Kata Kunci: *business agility*, kapabilitas digital, kapabilitas operasional, kinerja operasional