

Abstrak

Penelitian ini bertujuan untuk menganalisis peran inovasi model bisnis dalam memediasi pengaruh orientasi kewirausahaan dan digitalisasi terhadap kinerja usaha toko kelontong yang tergabung dalam Program *Sampoerna Retail Community* (SRC) di Kabupaten Lumajang. Metode penelitian menggunakan pendekatan kuantitatif dengan teknik analisis *Structural Equation Modeling-Partial Least Square* (SEM-PLS). Sampel sebanyak 266 responden ditentukan melalui metode *probability sampling* dengan teknik *simple random sampling*. Hasil penelitian menunjukkan bahwa orientasi kewirausahaan berpengaruh positif terhadap kinerja usaha dan inovasi model bisnis. Digitalisasi berpengaruh signifikan terhadap inovasi model bisnis, namun tidak terhadap kinerja usaha secara langsung. Inovasi model bisnis terbukti memiliki pengaruh positif terhadap kinerja usaha dan secara signifikan memediasi hubungan antara orientasi kewirausahaan dan digitalisasi terhadap kinerja usaha. Temuan ini memperkuat teori *Resource-Based View* (RBV), bahwa sumber daya non-keuangan seperti inovasi dan digitalisasi mampu menciptakan keunggulan kompetitif berkelanjutan. Implikasi praktisnya, pelaku usaha toko kelontong perlu meningkatkan orientasi kewirausahaan dan pemanfaatan digitalisasi dengan dukungan program SRC sebagai strategi inovatif untuk mendorong daya saing dan keberlanjutan usaha.

Kata Kunci: Orientasi Kewirausahaan, Digitalisasi, Inovasi Model Bisnis, Kinerja Usaha.

Abstract

This study aims to analyze the role of business model innovation in mediating the influence of entrepreneurial orientation and digitalization on the performance of grocery stores that are members of the Sampoerna Retail Community (SRC) Program in Lumajang Regency. The research method uses a quantitative approach with the Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis technique. A sample of 266 respondents was determined through the probability sampling method with the simple random sampling technique. The results of the study indicate that entrepreneurial orientation has a positive effect on business performance and business model innovation. Digitalization has a significant effect on business model innovation, but not on business performance directly. Business model innovation is proven to have a positive effect on business performance and significantly mediates the relationship between entrepreneurial orientation and digitalization on business performance. This finding strengthens the Resource-Based View (RBV) theory, that non-financial resources such as innovation and digitalization can create sustainable competitive advantages. The practical implication is that grocery store business actors need to improve their entrepreneurial orientation and use digitalization with the support of the SRC program as an innovative strategy to encourage business competitiveness and sustainability.

Keywords: *Entrepreneurial Orientation, Digitalization, Business Model Innovation, Business Performance.*