

Pengaruh *Transformational Strategic Leadership* dan *Organizational Learning* Terhadap *HR System* dan *Dynamic Capabilities* pada UMKM Bidang Sub Sektor Ekonomi Kreatif di Yogyakarta

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Tujuan dari penelitian ini adalah untuk menguji pengaruh dari *transformational strategic leadership* dan *organizational learning* terhadap *dynamic capabilities* dimediasi *HR System* pada UMKM Bidang Sub Sektor Ekonomi Kreatif di Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif, data yang digunakan dalam penelitian ini dikumpulkan dari 102 responden yang merupakan pemilik usaha UMKM di Yogyakarta sub sector ekonomi kreatif. Alat uji analisis yang digunakan adalah SmartPLS 3.0. dengan metode analisis SEM (structural Equation Modelling).

Hasil penelitian ini menunjukkan bahwa *transformational strategic leadership*, *HR System*, dan *organizational learning* berpengaruh positif dan signifikan terhadap *dynamic capabilities* dan *transformational strategic leadership*, *organizational learning* berpengaruh positif dan signifikan terhadap *HR System*. *HR system* memediasi hubungan antara *transformational strategic leadership* dan *dynamic capabilities* dan yang terakhir *HR system* memediasi hubungan antara *organizational learning* dan *dynamic capabilities*.

Kata kunci: *Transformational leadership*, *Organizational learning*, *HR system*, *Dynamic capabilities*

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The purpose of this study is to investigate the effect of transformational strategic leadership and organizational learning on dynamic capabilities in moderating HR Systems at MSMEs in the creative economy sector Yogyakarta. This research uses a quantitative research method, the data used in this study were collected from 102 respondents who are MSME business owners in Yogyakarta in the creative economy sector. This study was using SmartPLS 3.0. with SEM (structural Equation Modeling) analysis method.

The results of this study indicate that transformational strategic leadership, HR Systems, and organizational learning have a positive and significant effect on dynamic capabilities and transformational strategic leadership, organizational learning has a positive and significant effect on HR Systems. HR systems mediate the relationship between transformational strategic leadership and dynamic capabilities and finally HR systems mediate the relationship between organizational learning and dynamic capabilities.

Keywords: *Transformational leadership, Organizational learning, HR system, Dynamic capabilities*