

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh tekanan persaingan terhadap kinerja bisnis melalui kepemimpinan transformasional dan *organizational learning* sebagai variabel mediasi. Penelitian ini merupakan penelitian kuantitatif yang menggunakan data primer berupa kuesioner. Sebanyak 254 data responden telah dikumpulkan untuk dijadikan sampel. Pengolahan data dilakukan dengan pendekatan *Structural Equation Modeling* (SEM) menggunakan *software* WarpPLS 6.0. Hasil yang didapatkan dari penelitian ini antara lain (1) *organizational learning* memediasi penuh pengaruh tekanan persaingan terhadap kinerja bisnis (2) kepemimpinan transformasional memediasi penuh pengaruh tekanan persaingan terhadap kinerja bisnis (3) *organizational learning* memediasi sebagian pengaruh kepemimpinan transformasional terhadap kinerja bisnis (4) kepemimpinan transformasional dan *organizational learning* memediasi penuh pengaruh tekanan persaingan terhadap kinerja bisnis.

**Kata Kunci:** Kinerja Bisnis, Kepemimpinan Transformasional, *Organizational Learning*, Tekanan Persaingan, UMKM

### ABSTRACT

*The purpose of this study is to investigate how competitive pressures affect business performance that are mediated by transformational leadership and organizational learning. The study is a quantitative research using primary data in the form of questionnaire. A total of 254 data from respondents had been obtained and used it as samples. Data processing was performed with the Structural Equation Modeling (SEM) approach using WarpPLS 6.0 software. The results show: (1) organizational learning fully mediates the effect of competitive pressures on business performance (2) transformational leadership fully mediates the effect of competitive pressures on business performance (3) organizational learning partially mediates the effect of transformational leadership on business performance (4) transformational leadership and organizational learning fully mediates the effect of competitive pressures on business performance.*

**Keyword:** *Business Performance, Competitive Pressures, Organizational Learning, Transformational Leadership, SMEs*