

**Pengaruh *Intellectual Capital* terhadap *Business Sustainability* dengan  
*Business Performance* sebagai Variabel Mediasi  
(Studi Empiris pada UMKM di Jawa Timur)**

**Fitri Ainun Hardinah**

**ABSTRAK**

Penelitian ini bertujuan untuk menguji apakah *intellectual capital* memengaruhi *business sustainability* dan juga menguji peran mediasi *business performance* pada pengaruh *intellectual capital* terhadap *business sustainability*. Penelitian ini adalah penelitian kuantitatif dengan menggunakan *Structural Equation Modelling - Partial Least Square* (SEM-PLS) guna mengolah data. Kuesioner disebarakan secara *online* maupun *offline* kepada pelaku UMKM di bawah binaan Dinas Koperasi dan UMKM Provinsi Jawa Timur serta kunjungan langsung ke lapangan, termasuk sentra UMKM Jawa Timur dan pameran UMKM. Sampel yang diperoleh sebanyak 181 kemudian dianalisis menggunakan software WarpPLS 5.0. Hasil dari penelitian ini menemukan bahwa *intellectual capital* berpengaruh pada *business sustainability*. Selain itu, *business performance* memediasi sebagian pengaruh *intellectual capital* dengan *business sustainability*. Penelitian ini hanya terbatas pada UMKM di Jawa Timur, sehingga tidak seharusnya dapat digeneralisasikan dengan daerah yang lainnya. Hasil ini menyimpulkan bahwa jika *intellectual capital* yang dimiliki semakin tinggi, maka *business sustainability* akan meningkat. *Intellectual capital* dan *business sustainability* memainkan peran penting pada era ekonomi digital. UMKM harus mengelola *intellectual capital* yang dimilikinya dengan baik agar memaksimalkan *business sustainability*. UMKM juga perlu untuk mengatur strategi yang baik agar nilai *business sustainability* tetap terjaga. penelitian ini menguji pengaruh *intellectual capital* dan *business sustainability* yang masih sedikit diteliti. *Business performance* sebagai variabel mediasi pada pengaruh *intellectual capital* dan *business sustainability* juga masih sangat jarang diteliti. Lebih lanjut, penelitian tentang *intellectual capital* dan *business sustainability* khususnya pada UMKM di Jawa Timur masih jarang dilakukan.

Kata kunci: Intellectual Capital, Business Sustainability, Business Performance, UMKM

**The Impact of Intellectual Capital on Business Sustainability Through the  
Mediating Role of Business Performance.  
(Empirical Study at East Java MSMEs)**

**Fitri Ainun Hardinah**

**ABSTRACT**

The aim of this study is to examine the impact of intellectual capital on business sustainability. Furthermore, this study also examines the mediating role of business performance on the impact of intellectual capital on business sustainability. This research is a quantitative study using Structural Equation Modeling - Partial Least Square (SEM-PLS) to process data. The questionnaire was distributed online and offline to MSMEs under the auspices of the Regional MSMEs Office of East Java Province, including the East Java UMKM center and the UMKM exhibition. 181 data were collected and ready to be analyzed with WarpPLS 5.0. This study found that intellectual capital influences business sustainability. In addition, business performance mediates some of the effects of intellectual capital on business sustainability. This research is only limited to MSMEs in East Java, so it should not be generalizable to other regions. These results conclude that if the intellectual capital owned is increasingly high, then the business sustainability will increase as well. Intellectual capital and business sustainability play an important role in the digital economy era. MSMEs must manage their intellectual capital well in order to maximize business sustainability. MSMEs also need to set a good strategy so that business sustainability value is maintained. This study examines the impact of intellectual capital and business sustainability which is still little researched. Business performance as a mediating variable on the impact of intellectual capital on business sustainability is also still very rarely examined. Furthermore, research on intellectual capital and business sustainability, especially at MSMEs in East Java, is still rarely conducted.

**Keywords:** Intellectual Capital, Business Sustainability, Business Performance, MSMEs.