

**PERAN MEDIASI *CORPORATE SOCIAL RESPONSIBILITY*
DAN *ORGANIZATION REPUTATION* PADA PENGARUH
COMPETITIVE PRESSURE TERHADAP *BUSINESS*
PERFORMANCE UMKM DI JAWA TIMUR**

ABSTRAK

Penelitian ini bertujuan untuk memperoleh bukti empiris tentang peran mediasi CSR dan *organization reputation* pada pengaruh *competitive pressure* terhadap *business performance* UMKM di Jawa Timur. Penelitian ini menggunakan pendekatan kuantitatif eksplanatori. Data pada penelitian terkumpul melalui kuesioner secara *online* dan *offline* dengan metode *random sampling* kepada UMKM di Jawa Timur. Sampel sebanyak 254 UMKM telah berhasil dikumpulkan. Pengujian hipotesis menggunakan *Structural Equation Modelling - Partial Least Square* (SEM-PLS) dengan bantuan software Warp-PLS 6.0. Hasil penelitian ini menunjukkan bahwa pada *direct effect competitive pressure* berpengaruh positif dan signifikan terhadap *business performance* UMKM di Jawa Timur. Selain itu hasil penelitian ini juga menunjukkan bahwa pada *indirect effect*, CSR memediasi penuh pengaruh *competitive pressure* terhadap *business performance* UMKM di Jawa Timur. *Organization reputation* memediasi sebagian pada pengaruh CSR terhadap *business performance* UMKM di Jawa Timur. Secara keseluruhan, CSR dan *organization reputation* memediasi penuh pada pengaruh *competitive pressure* terhadap *business performance* UMKM di Jawa Timur.

Kata Kunci : UMKM, *competitive pressure*, *corporate social responsibility*, *organization reputation*, *business performance*

**THE ROLE MEDIATION OF CORPORATE SOCIAL
RESPONSIBILITY AND ORGANIZATION
REPUTATION ON THE INFLUENCE
COMPETITIVE PRESSURE AGAINST
BUSINESS PERFORMANCE
MSMEs IN EAST JAVA**

ABSTRACT

This study aims to obtain empirical evidence about the mediating role of CSR and organization reputation on the influence of competitive pressure on MSMEs business performance in East Java. This study used an explanatory quantitative approach. Data was collected through online and offline questionnaires with random sampling method for MSMEs in East Java. Samples of 254 MSMEs have been successfully collected. Hypothesis tested by using the Structural Equation Modeling - Partial Least Square (SEM-PLS) with the help of Warp-PLS 6.0 software. The results of this study indicate that the direct effect competitive pressure has a positive and significant effect on MSMEs business performance in East Java. In addition, the results of this study also show that the indirect effect of CSR fully mediates the influence of competitive pressure on MSMEs business performance in East Java. Meanwhile, organization reputation partially mediates on the influence of CSR on MSMEs business performance in East Java. Overall, CSR and organization reputation fully mediates the influence of competitive pressure on MSMEs business performance in East Java.

Keyword : MSMEs, competitive pressure, corporate social responsibility, organization reputation, business performance