ABSTRAK

Penguatan *Digital Knowledge Sharing*, Pelatihan, dan *Product Innovation Capability* Terhadap *Organizational Performance* Pada Komunitas Usaha Tata Rias Pengantin di Kabupaten Semarang

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Penelitian ini bertujuan untuk menganalisis pengaruh *Digital Knowledge Sharing* dan pelatihan terhadap *Organizational performance* dengan *Product Innovation Capability* sebagai variabel mediasi pada komunitas usaha tata rias pengantin di Kabupaten Semarang. Latar belakang penelitian ini di dasarkan pada fenomena stagnasi dan penurunan jumlah anggota komunitas yang mengindikasikan belum optimalnya penerapan *Digital Knowledge Sharing*, pelatihan, serta *Product Innovation Capability.* Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data melalui kuisioner. Populasi penelitian adalah seluruh anggota komunitas usaha tata rias pengantin di Kabupaten Semarang, dengan sampel yang ditentukan menggunakan teknik *purposive* sampling. Analisis data dilakukan menggunakan *Partial Least Square* (PLS) dengan bantuan SmartPLS. Hasil penelitian menunjukkan bahwa *Digital Knowledge Sharing* dan pelatihan berpengaruh positif terhadap *Product Innovation Capability* dan *Organizational performance.* Selain itu, *Product Innovation Capability* berpengaruh negatif terhadap *Organizational performance* dan *Product Innovation Capability* tidak dapat memediasi pengaruh *Digital Knowledge Sharing* dan pelatihan terhadap *Organizational performance.*

Kata Kunci: *Digital Knowledge Sharing*, pelatihan, *Product Innovation Capability, Organizational performance.*

ABSTRACT

Strengthening Digital Knowledge Sharing, Training, and Product Innovation Capability on Organizational Performance in the Bridal Makeup Business Community in Semarang Regency

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This study aims to analyze the influence of Digital Knowledge Sharing and training on organizational performance, with Product Innovation Capability as a mediating variable in the bridal makeup business community in Semarang Regency. The background of this research is based on the phenomenon of stagnation and decline in the number of community members, indicating the suboptimal implementation of Digital Knowledge Sharing, training, and Product Innovation Capability. This study used a quantitative approach with data collection through a questionnaire. The study population was all members of the bridal makeup business community in Semarang Regency, with the sample determined using a purposive sampling technique. Data analysis was performed using Partial Least Squares (PLS) with the assistance of SmartPLS. The results show that Digital Knowledge Sharing and training have a positive effect on Product Innovation Capability and organizational performance. Furthermore, Product Innovation Capability has a negative effect on organizational performance, and Product Innovation Capability cannot mediate the effect of Digital Knowledge Sharing and training on organizational performance.

Keywords*: Digital Knowledge Sharing, training, Product Innovation Capability, organizational performance.*