

DAMPAK HUMAN CAPITAL TERHADAP KINERJA PERUSAHAAN PADA USAHA MIKRO KECIL DAN MENENGAH KOTA BANDUNG

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ABSTRAK

Dalam era globalisasi, tingkat persaingan pada dunia bisnis semakin berkembang pesat, untuk menghadapi hal tersebut perusahaan dituntut dapat mengembangkan sumber daya manusia dengan baik. Penelitian ini bertujuan untuk mengetahui pengaruh secara uji parsial antara *individual capability*, *individual motivation*, *the organizational climate*, *workgroup effectiveness*, dan *leadership* terhadap kinerja perusahaan/organisasi, dan untuk mengetahui pengaruh secara simultan antara *individual capability*, *individual motivation*, *the organizational climate*, *workgroup effectiveness*, *leadership* terhadap kinerja perusahaan/organisasi. Objek dalam penelitian ini adalah pelaku UMKM Kota Bandung pada bidang fashion dengan jumlah populasi sebanyak 48 pelaku usaha yang terdaftar pada Dinas UMKM Kota Bandung dan sampel ini diambil menggunakan teknik pengambilan sampel jenuh (sensus). Penelitian ini menggunakan metode deskriptif dan verikatif. Metode ini digunakan untuk menguji lebih dalam mengenai pengaruh *human capital* terhadap kinerja perusahaan/organisasi. Setelah metode terkumpul, kemudian dilakukan analisis dan uji hipotesis menggunakan regresi linier berganda. Penelitian ini menunjukkan bahwa secara parsial *individual capability*, *individual motivation*, *the organizational climate*, *workgroup effectiveness*, dan *leadership* berpengaruh terhadap kinerja perusahaan/organisasi, dan secara simultan berpengaruh signifikan terhadap kinerja perusahaan/organisasi.

Kata Kunci : *Human capital, kinerja perusahaan/organisasi dan UMKM*

THE EFFECT OF HUMAN CAPITAL ON FIRM PERFORMANCE / ORGANIZATIONS IN MICRO SMALL AND BUSINESSES IN THE MIDDLE OF BANDUNG CITY

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ABSTRACT

In the era of globalization, the level of competition in the business world is growing rapidly, to deal with this the company is expected to be able to develop human resources well. This study aims to determine the effect of partial test between individual capability, individual motivation, the organizational climate, workgroup effectiveness, and leadership on firm/organizational performance, and to determine the effect simultaneously between individual capability, individual motivation, the organizational climate, workgroup effectiveness, leadership on firm/organizational performance. The object of this research is the Bandung SMEs in the fashion sector with a population of 48 business operators registered with the Bandung UMKM Office and this sample was taken using a census sampling technique. This research uses descriptive and verification methods. This method is used to examine more deeply the effect of human capital on firm / organizational performance. After the methods are collected, then an analysis and hypothesis testing is done using multiple linear regression. This study shows that partially individual capability, individual motivation, the organizational climate, workgroup effectiveness, and leadership influence the performance of the firm/organization, and simultaneously have a significant effect on the performance of the firm/organization.

Key words : Human capital, firm Performance / Organizations and UMKM