

ABSTRACT

The research objective is to verify and analyze the impact of knowledge sharing, knowledge utilization, organizational learning, social awareness, self-management on observational imitating creativity to improve innovation and the performance of micro and small businesses. The population in this study were micro and small businesses in the food field Cianjur West Java. The sample have been gathered at around 143 respondents from the owners food businesses, which runs its company for at least three (3) years rolling. Meanwhile, the analysis techniques used in this research is Structural Equation Modeling (SEM) with Amos software version. 16.0.

The research has given positive effects for knowledge sharing in improving observational imitating creativity, social awareness and business performance; utilization of knowledge to improve social awareness and observational imitating creativity; self management in improving social awareness, and observational imitating creativity; social awareness to improve innovation; observational imitating creativity in improving innovation, and business performance; and innovation to improve business performance, particularly in micro and small business of food. And there are two hypothesis that is not significant and rejected organizational learning toward self-management and observational imitating creativity.

This study contributes to the Resource Based View theory and Organizational Learning theory. Organizational learning theory to explain knowledge sharing and knowledge utilization in the domain of Resource Based View (RBV), which is the domain of organizational capabilities and organizational competence in observational imitating creativity, social awareness, self management, and innovation is a source of competitive advantage at the micro and small business.

Key words: Business Performance, Organizational Learning, Knowledge Sharing, Innovation, Observational Imitating Creativity.