

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *knowledge management*, motivasi dan inovasi terhadap keberhasilan usaha wanita pedagang di Dupak Grosir Surabaya pasca pandemi Covid-19.

Jenis penelitian yang digunakan adalah kuantitatif. Populasi adalah wanita pedagang berbasis UMKM di Dupak Grosir Surabaya yang berjumlah 100 responden. Sampel diperoleh dengan menggunakan metode *purposive sampling*, yaitu pemilihan sampel dengan kriteria-kriteria yang telah ditentukan. Teknik pengumpulan data menggunakan kuesioner. Teknik analisis data yang digunakan adalah analisis regresi linear berganda dengan menggunakan program SPSS versi 25.

Hasil penelitian menunjukkan bahwa *knowledge management* berpengaruh positif dan signifikan terhadap keberhasilan usaha. Motivasi berpengaruh positif dan signifikan terhadap keberhasilan usaha. Inovasi berpengaruh positif dan signifikan terhadap keberhasilan usaha.

Kata Kunci: *Knowledge Management*, Motivasi, Inovasi dan Keberhasilan Usaha



ABSTRACT

This research aimed to find out and analyze the effect of knowledge management, motivation, and innovation on women's trader business success at Dupak Grosir Surabaya after the pandemic of Covid-19.

The research was quantitative. The population was women's traders of UMKM at Dupak Grosir, Surabaya. They consisted of 100 traders of respondents. Furthermore, the data collection technique used purposive sampling, in which the sample was based on the criteria given. Moreover, the instrument in the data collection technique used questionnaires. The data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution) 25.

The result concluded that knowledge management had a positive and significant effect on women's trader business success at Dupak Grosir Surabaya. Likewise, motivation had a positive and significant effect on women's trader business success at Dupak Grosir Surabaya. Similarly, innovation had had a positive and significant effect on women's trader business success at Dupak Grosir Surabaya.

Keywords: *Knowledge Management, Motivation, Innovation, Business Success*



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