ABSTRACT

MSMEs play an important role in economic growth and social inclusion in Indonesia, especially for MSMEs with disabilities. However, there are various challenges that can hinder business development, including limited capital, social stigma, marketing, resources, and limited knowledge and information. Organizational learning has a role in helping MSMEs with disabilities overcome challenges. Through organizational learning and innovation, it can improve performance to support the growth and sustainability of their businesses. This study aims to analyze the influence of organizational learning, innovation, and performance of MSMEs with disabilities in Bandung and design strategies to improve the performance of MSMEs with disabilities through the application of organizational learning and innovation models.

In this study, model development was carried out through elaboration of dimensions in each variable tailored to MSMEs with disabilities. The novelty of this research focuses on model development through elaboration conducted on MSMEs with disabilities, as well as the use of a multi-method approach that combines PLS-SEM, AHP, and SWOT to test the relationship between research variables and design strategies.

Primary data in this study was collected through questionnaires and interviews to disabled MSMEs in Bandung, then the data was analyzed using PLS-SEM to test the relationship between variables. The test results state that there is a positive relationship between organizational learning, innovation, and performance in MSMEs with disabilities. By using AHP, this research identifies prioritization which is then used to design strategies for MSMEs with disabilities based on SWOT analysis in MSMEs with disabilities.

The managerial implications of this research are based on AHP calculations regarding the determination of priorities for designing strategies for UMKM with disabilities, providing information for governments, academics, and associations in developing programs to support UMKM with disabilities, and based on industrial engineering components. The results of the study are expected to provide an understanding of the influence of the relationship between these variables and become input for MSMEs with disabilities in developing their businesses.

Keywords *- Innovation, Performance, Organizational Learning, Disabled MSMEs.*