ABSTRAK

Penelitian ini menguji mengenai efek atau pengaruh individu dan pengaruh gabungan integrasi internal (II) dan integrasi eksternal (IE) pada inovasi produk (IP). Penelitian ini didasarkan pada teori *ambidexterity*, dimana pengaruh gabungan II dan IE dijelaskan mampu untuk memfasilitasi eksploitasi internal serta eksplorasi eksternal yang akan meningkatkan inovasi produk. Penelitian ini dibangun oleh dua variabel independen, yaitu II dan IE serta satu variabel dependen, yaitu IP. Namun, ada tambahan dua variabel independen yang baru bisa dikalkulasi setelah data II dan IE diperoleh, yaitu *balanced* II *and* IE (BI) dan *complementary* II *and* IE (CI) yang merepresentasikan pengaruh gabungan II dan IE. Pengujian dilakukan pada berbagai jenis UKM yang ada di Yogyakarta dengan sampel sebanyak 40. Hasil penelitian menunjukkan bahwa pengaruh individu II dan IE terhadap IP tidak terbukti positif. Lain halnya dengan pengaruh gabungan antara II dan IE, meski BI juga tidak memberikan pengaruh positif secara signifikan, namun CI mampu memberikan pengaruh positif yang signifikan terhadap inovasi produk.

Kata Kunci: Integrasi Internal (II), Integrasi Eksternal (IE), Inovasi Produk (IP), *Balanced Integration, Complementary Integration*

ABSTRACT

This research examines the individual and combined effects of internal integration (II) and external integration (IE) on product innovation (IP). This study is based on ambidexterity theory, which the combined effect of II and IE are explained able to facilitate internal exploitation and external exploration to improve product innovation. This study was built by independent variable (II and IE) and dependent variable (IP). However, there are two additional independent variables that can be calculated after the data II and IE obtained, namely balanced II and IE (BI) and complementary II and IE (CI) which represents combined effects of II and IE. The research was conducted on various Small and Medium Enterprises (SME) in Yogyakarata with 40 samples. The results showed that the individual effects of II and IE on IP are not positively associated with product innovation. Similar with individual effects of II and IE, BI also has no positive impact on product innovation, but CI is able to provide a significant positive effect on product innovation.

Keyword: Internal Integration (II), External Integration (IE), Product Innovation (IP), Balanced Integration, Complementary Integration