

ABSTRACT

The COVID-19 pandemic has a significant impact on the disruption of the global economic sector, one of which is the small and medium industry (IKM). This encourages industry players to carry out a continuous innovation process in order to be more ambidextrous and continue to innovate in an effort to sustain their business. This study aims to determine anything that has an effect on business continuity with the ability to explore technology, Kepemimpinan Agile and an innovative environment in SMEs in Bandung. This research uses quantitative methods, and the method of research data obtained by distributing questionnaires to 400 respondents. The results showed that there was a positive and significant influence on the technological capability variable on the ambidexterity of innovation, the Kepemimpinan Agile variable on the ambidexterity of innovation, the variable of technological capability towards business continuity, the variable Kepemimpinan Agile on business continuity, the variable of technological ability on business continuity through the ambidexterity of innovation, and variables Agile Leadership also have a positive and significant effect on business continuity through the ambidexterity of innovation.

Keywords: IKM, Technology Capability, Kepemimpinan Agile, Inovasi Ambidexterity, Business Continuity