



SURAT TUGAS

Nomor : ST/167/VII/2026/FEB-UBJ

Tentang

DOSEN SEBAGAI PENULIS JURNAL

**FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS BHAYANGKARA JAKARTA RAYA**

- Pertimbangan : Sehubungan dengan Penugasan yang dilakukan Dosen Fakultas Ekonomi dan Bisnis Universitas Bhayangkara Jakarta Raya semester Genap TA. 2025/2026. Dipandang perlu penugasan Dosen Tetap Fakultas Ekonomi dan Bisnis untuk melaksanakan kegiatan yang dimaksud, untuk itu perlu mengeluarkan Surat Tugas.
- Dasar : a. UU RI No.12 Tahun 2012 tanggal 10 Agustus 2012 tentang Pendidikan Tinggi. Peraturan Menteri Riset Teknologi dan Pendidikan Tinggi No. 08 tahun 2019
b. tentang Standar Pelayanan Minimum.
Keputusan Kepala Kepolisian Republik Indonesia selaku Ketua Umum
c. Yayasan Brata Bhakti Polri No. Pol : KEP/05/IX/1995/YBB tanggal 18 September 1995 tentang Pembentukan dan Pendirian Universitas Bhayangkara Jakarta Raya.
d. Surat Keputusan Ketua Pengurus Yayasan Brata Bhakti Nomor: Skep/31/V/2026/YBB tanggal 7 Mei 2026 tentang Pemberhentian dari dan Pengangkatan dalam Jabatan Wakil Rektor dan Dekan di Lingkungan Universitas Bhayangkara Jakarta Raya yang diselenggarakan Yayasan Brata Bhakti.
e. Surat Keputusan Rektor Universitas Bhayangkara Jakarta Raya Nomor: Skep/217/X/2025/UBJ tanggal 28 Oktober 2025 tentang Revisi Kalender Akademik Semester Ganjil dan Semester Genap Tahun Akademik 2025/2026.

DITUGASKAN

- Kepada : 1. Nama : Dr. Milda Handayani, S.E., M.M.¹
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Jabatan : Dosen Tetap Prodi Manajemen
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Jabatan : Dosen Tetap Prodi Manajemen
- Untuk : 1. Melaksanakan tugas sebagai Penulis pada Dinasti *International Journal of Education Management and Social Science* (DIJEMSS) dengan judul "*The Influence of Reputation and Stratgic Management on Performance through Knowledge Management moderated by Digital Capabilities*" telah terbit pada Volume 7, Nomor 6, E-ISSN: 2886-6321, P-ISSN: 2686-6358, 1 Agustus 2026.
2. Melaporkan hasil pelaksanaan kegiatan tersebut secara tertulis kepada Dekan Fakultas Ekonomi dan Bisnis.
3. Melaksanakan tugas ini dengan penuh tanggung jawab.

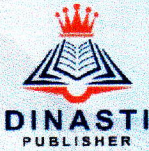
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The Influence of Reputation and Strategic Management on Performance through Knowledge Management moderated by Digital Capabilities

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Abstract: This study aims to analyze the influence of reputation and strategic management on the performance of MSMEs through knowledge management with digital capabilities as a moderating variable in MSMEs in Bekasi. This study uses a qualitative approach with a literature review method to comprehensively examine the relationship between variables based on various previous studies. The data used are secondary in the form of scientific articles published in reputable journals indexed by international and national databases (Springer, Sage, Elsevier, Emerald, Web of Science, EBSCO, Copernicus, and SINTA). Data collection techniques involved documentation studies by searching for relevant literature using keywords related to the research variables. Data analysis was carried out descriptively qualitatively through the process of identifying literature, classifying previous research, evaluating research findings, and conceptual synthesis to build a framework for understanding the relationship between variables in the context of developing MSME performance. The results of the study show that: 1) Reputation influences knowledge management; 2) Strategic management influences knowledge management; 3) Knowledge management influences performance; 4) Reputation influences performance; 5) Strategic management influences performance; 6) Reputation influences performance through knowledge management; 7) Strategic management influences performance through knowledge management; and 8) Knowledge management influences performance moderated by digital capabilities.

Keywords: Performance, Reputation, Strategic Management, Knowledge Management, Digital Capabilities

INTRODUCTION

Micro, small, and medium enterprises (MSMEs) are one of the main pillars of the national economy because they play an important role in creating jobs, increasing income equality, and encouraging sustainable economic growth (Pitoyo & Sulistyowati, 2024). In various developing countries, the MSME sector is a driving force of the economy, capable of absorbing large numbers of workers and strengthening the domestic economic structure through production, distribution, and consumption activities (Purnomo et al., 2022). The



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