

ABSTRACT

This study identified several factors that could increase the agility of MSMEs (Micro, Small and Medium Enterprises), especially in the Troso woven fabric industry in Jepara Regency, Central Java, Indonesia. The variables included by the author are variables that have been proven capable of influencing organizational agility in large-scale businesses in various industries. So, this study reveals the consistency of these factors in increasing the agility of business organizations, from small to large scale. Data were collected from 142 active business actors in the Troso woven fabric industry as our sample for testing the proposed research model using a questionnaire. After collecting data, then it was processed and analyzed using regression analysis. As a result, we found that whole proposed independent variables, strategic flexibility, competitive intelligence, organizational innovation, and entrepreneurial leadership affect the increase in MSME agility in the Troso weaving industry.

Keywords: *Strategic Flexibility; Competitive Intelligence; Organizational Innovation; Entrepreneurial Leadership; Organizational Agility*

