

ABSTRACT

The purpose of this study was to determine and analyze the effect of charismatic leadership, organizational culture, strategic flexibility on the business performance of SMEs in West Jakarta with environmental uncertainty as a mediating variable. This research was conducted by using judgment sampling method. Researchers distributed questionnaires to 100 business owners in West Jakarta. Data analysis using PLS SEM analysis. The results of the analysis conclude that charismatic leadership, organizational culture and strategic flexibility affect environmental uncertainty in West Jakarta. Charismatic leadership, organizational culture, strategic flexibility and environmental uncertainty affect the business performance of SMEs in West Jakarta. Environmental uncertainty is able to moderate the influence of charismatic leadership, organizational culture and strategic flexibility on the business performance of SMEs

Keywords: charismatic leadership, organizational culture, strategic flexibility, environmental uncertainty, business performance