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**PENGARUH INOVASI PROSES BISNIS TERHADAP
KEBERHASILAN USAHA *WOMENPRENEUR* UMKM
KATEGORI *FASHION THRIFTING* DI KOTA BANDUNG**

SKRIPSI

Diajukan Untuk Memenuhi Salah Satu Syarat Untuk Mendapatkan Gelar Sarjana
Manajemen pada Program Studi Manajemen Universitas Pendidikan Indonesia



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**PROGRAM STUDI MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2023**

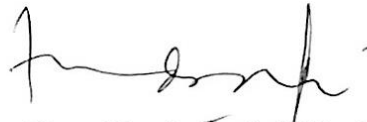
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USAHA *WOMENPRENEUR* UMKM KATEGORI *FASHION THRIFTING*
DI KOTA BANDUNG**

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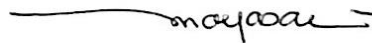
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2023**

LEMBAR PERNYATAAN

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Dengan ini saya menyatakan bahwa skripsi yang berjudul “**Pengaruh Inovasi Proses Bisnis Terhadap Keberhasilan Usaha *Womenpreneur* UMKM Kategori *Fashion Thrifting* di Kota Bandung**” beserta seluruh isinya adalah sepenuhnya karya saya sendiri. Tidak ada bagian di dalamnya yang merupakan plagiat dari karya orang lain. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika yang berlaku dalam masyarakat keilmuan.

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Bandung, Agustus 2023

Yang membuat pernyataan

A handwritten signature in black ink is written over a pink 10,000 Rupiah stamp. The stamp features the Garuda Pancasila emblem and the word 'METRA' at the top.

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ABSTRAK

Rayandra Valera Edhie Putra (1905619) “Pengaruh Inovasi Proses Bisnis Terhadap Keberhasilan Usaha *Womenpreneur* UMKM Kategori *Fashion Thrifting* di Kota Bandung” Dibawah bimbingan Dr. Heny Hendrayati, S.IP., M.M. dan Dr. Chairul Furqon, S.Sos., MM.

Perkembangan pesat dunia usaha di Indonesia menjadikan persaingan semakin kompetitif, terutama dengan jumlah Usaha Mikro, Kecil, dan Menengah (UMKM) yang sangat banyak. Saat ini, terdapat banyak faktor baik eksternal maupun internal yang menjadi penentu keberhasilan sebuah usaha. Salah satu faktor eksternal yang dapat menghambat keberhasilan usaha UMKM adalah ketidaksesuaian regulasi terhadap aspek krusial dalam bisnis. Salah satu contoh terkini adalah pembatasan atau pelarangan penjualan pakaian impor bekas atau dikenal sebagai *thrifting*. Larangan ini mengancam keberhasilan usaha UMKM di bidang *fashion thrifting* yang sudah mengalami penurunan barang impor masuk sejak tahun 2020. Inovasi dalam bidang usaha *fashion* dikenal dapat meningkatkan kinerja bisnis dan memicu keberhasilan usaha, dengan salah satu cabang inovasi adalah inovasi proses bisnis. Penelitian ini bertujuan untuk mengetahui pengaruh Inovasi Proses Bisnis terhadap Keberhasilan Usaha *Womenpreneur* UMKM Kategori *Fashion Thrifting* di Kota Bandung. Metode yang digunakan dalam penelitian ini adalah deskriptif dan verifikatif dengan sampel 30 responden UMKM *fashion thrifting* di Kota Bandung. Untuk mengetahui hasil penelitian, dilakukan uji asumsi normalitas, analisis korelasi, analisis regresi sederhana, dan pengujian hipotesis. Dalam penelitian ini ditemukan bahwa Inovasi Proses Bisnis tidak terhadap Keberhasilan Usaha. Di masa yang akan datang, perlu lebih banyak penelitian mengenai Inovasi Proses Bisnis bersama dengan variabel lain dengan sampel atau objek penelitian yang berbeda untuk mengembangkan penemuan yang lebih signifikan dengan perspektif triangulasi untuk memberikan pandangan terhadap subjek penelitian yang lebih objektif.

Kata kunci: inovasi proses bisnis, keberhasilan usaha

ABSTRACT

Rayandra Valera Edhie Putra (1905619) “The Influence of Business Process Innovation Towards the Business success of Womepreneur MSME Fashion Thrifting in Kota Bandung” Under the guidance of Dr. Heny Hendrayati, S.IP., M.M. and Dr. Chairul Furqon, S.Sos., MM.

Business landscape experiencing a rapid development causing the raising competitiveness among them, especially on large numbers of Micro, Small, and Medium Enterprises (MSME). Nowadays, many factors both internal and external that will support or hinder business success. One of the external factors which has big potential to hinder MSME success is difference between new regulation and the crucial aspect of a business. Unfortunately, the recent restriction on fashion thrifting transactions has added to the challenges faced by MSMEs, particularly in the fiercely competitive fashion industry. Meanwhile, innovation in the fashion industry known to support business performance and business success with innovation process as one of the factor. This study aims to find out and determine the effect of business process innovation towards business success of womenpreneur MSME in fashion thrifting. With 30 respondents of women who owns MSM fashion thrift enterprises, descriptive and verificative method were used in this study. To find out the result, the method was carried out by testing the normality assumption, correlation analysis, simple regression analysis, and hypothesis testing. The findings reveal that business process innovation has no, effect on business. Although these results indicate a potential link, further investigations are warranted to explore the interplay of business process innovation with other factors and triangulation perspective that could lead to more substantial outcomes.

Keywords: *business process innovation, business success*

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