

**PENGARUH KOMPETENSI KEWIRAUSAHAAN DAN INOVASI
TERHADAP KEBERHASILAN USAHA KELOMPOK WANITA TANI
KOPI BUBUK LAMPUNG BARAT**

TESIS

Diajukan untuk Memenuhi Sebagian Syarat Menempuh Ujian Sidang pada
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PERNYATAAN KEASLIAN TESIS

Dengan ini saya menyatakan bahwa tesis yang berjudul **PENGARUH KOMPETENSI KEWIRAUSAHAAN DAN INOVASI TERHADAP KEBERHASILAN USAHA KWT KOPI BUBUK LAMPUNG BARAT** ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung resiko/sanksi apabila dikemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

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Penelitian ini membahas mengenai gambaran kompetensi kewirausahaan, inovasi dan keberhasilan usaha, serta pengaruh kompetensi kewirausahaan dan inovasi terhadap keberhasilan usaha.

Penulis menyadari sepenuhnya bahwa di dalam penulisan proposal tesis ini terdapat kekurangan – kekurangan dan keterbatasan penulis dalam memahami konsep ataupun teori dan metodologi penelitian. Apabila masih terdapat kekurangan dan kesalahan, dengan segala kerendahan hati penulis mengharapkan kritik, saran dan usulan, ini demi perbaikan di masa yang akan datang, mengingat tidak ada sesuatu yang sempurna tanpa saran yang membangun.

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Penulis



Ulfha Ramadhani

ABSTRAK

Ulfha Ramadhani (1907138), “**Pengaruh Kompetensi Kewirausahaan dan Inovasi terhadap Keberhasilan Usaha KWT Kopi Bubuk Lampung Barat**”.
Dibawah bimbingan Prof. Dr. H. Hari Mulyadi, M.Si dan Dr. Askolani, S.E., M.M.

Penelitian keberhasilan usaha memberikan pemahaman tentang bagaimana wirausahawan harus memulai bisnis mereka dengan melihat semua faktor yang mempengaruhi keberhasilan usaha sehingga membantu untuk mengurangi risiko kegagalan dan meningkatkan peluang keberhasilan. Pengusaha yang sukses penting bagi pengembangan masyarakat karena mereka berkontribusi pada penciptaan kesempatan kerja, dan kemajuan pertumbuhan ekonomi. Dalam penelitian ini, situasi Kelompok Wanita Tani kopi bubuk Lampung Barat belum mencapai keberhasilan usaha yang optimal. Adapun upaya yang dilakukan Kelompok Wanita Tani Lampung Barat tersebut untuk meningkatkan keberhasilan usaha yaitu dengan cara meningkatkan kompetensi kewirausahaan dan inovasi. Penelitian ini bertujuan untuk memperoleh gambaran kompetensi kewirausahaan, inovasi dan keberhasilan usaha dan pengaruh kompetensi kewirausahaan dan inovasi terhadap keberhasilan usaha. Objek yang menjadi unit analisis dalam penelitian ini adalah Kelompok Wanita Tani kopi bubuk Lampung Barat. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Metode yang digunakan adalah *explanatory survey* dengan jumlah sampel 131 responden. Teknik analisis data yang digunakan adalah *path analysis* dengan alat bantu software komputer *Statistical Product for Service Solutions (SPSS) 25.0 for windows*. Hasil temuan dalam penelitian ini menunjukkan bahwa gambaran kompetensi kewirausahaan dalam kategori baik, gambaran inovasi dalam kategori baik, gambaran keberhasilan usaha dalam kategori cukup baik. Pengaruh kompetensi kewirausahaan terhadap keberhasilan usaha berada pada kategori rendah dan pengaruh inovasi pun sama. Berdasarkan hasil penelitian ini, pihak Kelompok Wanita Tani kopi bubuk Lampung Barat disarankan untuk meningkatkan dalam dimensi peluang dan *process innovation* dengan harapan dapat menunjang peningkatan keberhasilan usaha.

Kata kunci: Kompetensi kewirausahaan, Inovasi, Keberhasilan Usaha

ABSTRACT

Ulfha Ramadhani (1907138), “**The Influence of Entrepreneurial Competence and Innovation on the Business Success of Women Farmer Groups Lampung Barat**”. Dibawah bimbingan Prof. Dr. H. Hari Mulyadi, M.Si dan Dr. Askolani, S.E., M.M

Research on business success provides an understanding of how entrepreneurs should start their businesses by considering all factors that influence business success, thereby reducing the risk of failure and increasing the chances of success. Successful entrepreneurs are crucial for community development as they contribute to job creation and economic growth. In this study, the situation of the West Lampung Coffee Powder Women Farmer Group has not yet reached optimal business success. Efforts made by the West Lampung Coffee Powder Women Farmer Group to improve business success include enhancing entrepreneurship competence and innovation. This research aims to obtain an overview of entrepreneurship competence, innovation, and business success, as well as the influence of entrepreneurship competence and innovation on business success. The object of analysis in this study is the West Lampung Coffee Powder Women Farmer Group. The research design used is descriptive and verificative. The method employed is explanatory survey with a sample size of 131 respondents. The data analysis technique used is path analysis with the assistance of Statistical Product for Service Solutions (SPSS) 25.0 for Windows software. The findings of this research show that entrepreneurship competence is in the good category, innovation is in the good category, and business success is in the fairly good category. The influence of entrepreneurship competence and innovation on business success is categorized as low for both factors. Based on these research findings, it is recommended for the West Lampung Coffee Powder Women Farmer Group to improve in the dimensions of opportunity and process innovation to support the improvement of business success.

Keywords: Entrepreneurial Competence, Innovation, Business Success

DAFTAR ISI

KATA PENGANTAR	i
ABSTRAK	ii
ABSTRACT	v
DAFTAR ISI	vi
DAFTAR GAMBAR	x
DAFTAR TABEL	xi
BAB I PENDAHULUAN	1
1.1 Latar Belakang	1
1.2 Rumusan Masalah Penelitian	18
1.3 Tujuan Penelitian.....	19
1.4 Manfaat Penelitian.....	19
1.4.1 Manfaat Teoritis	19
1.4.1 Manfaat Praktis.....	20
1.5 Sturktur Organisasi Tesis	20
BAB II KAJIAN PUSTAKA	22
2.1 Kajian Pustaka.....	22
2.1.1 Konsep Kewirausahaan.....	22
2.1.1.1 Definisi Kewirausahaan	24
2.1.1.2 Jenis Kewirausahaan	27
2.1.2 Kompetensi Kewirausahaan	31
2.1.2.1 Konsep Kompetensi Kewirausahaan	31
2.1.2.2 Definisi Kompetensi Kewirausahaan.....	36
2.1.2.3 Dimensi Kompetensi Kewirausahaan	40
2.1.3 Inovasi.....	45
2.1.3.1 Konsep Inovasi	45
2.1.3.2 Definisi Inovasi.....	49
2.1.3.3 Dimensi Inovasi	52
2.1.4 Keberhasilan Usaha	56
2.1.4.1 Konsep Keberhasilan Usaha.....	56
2.1.4.2 Definisi Keberhasilan Usaha	58
2.1.4.3 Dimensi Keberhasilan Usaha	62
2.2 Penelitian Terdahulu.....	69
2.3 Kerangka Pemikiran	78
2.4 Paradigma Penelitian	85
2.5 Hipotesis	85

BAB III METODE PENELITIAN	87
3.1 Objek Penelitian	87
3.2 Metode Penelitian	87
3.2.1 Jenis Penelitian dan Metode yang Digunakan.....	87
3.2.2 Operasionalisasi Variabel.....	88
3.2.3 Jenis dan Sumber Data.....	91
3.2.4 Populasi, Sampel dan Teknik Sampling	92
3.2.4.1 Populasi	92
3.2.4.2 Sampel.....	93
3.2.4.3 Teknik Sampel	95
3.2.5 Teknik Pengumpulan Data.....	96
3.2.6 Teknik Pengujian Validitas dan Reliabilitas	97
3.2.6.1 Pengujian Validitas	97
3.2.6.2 Pengujian Reliabilitas	102
3.2.7 Teknik Analisis Data	103
3.2.7.1 Analisis Data Deskriptif	104
3.2.7.2 Analisis Verifikatif Menggunakan <i>Path Analysis</i>	107
3.2.7.3 Pengujian Hipotesis	111
BAB VI PENELITIAN DAN PEMBAHASAN.....	114
4.1 Profil Organisasi, Karakteristik, dan Pengalaman Responden	114
4.1.1 Profil Kelompok Wanita Tani Lampung Barat	114
4.2.1 Karakteristik Responden	114
4.2.1.1 Karakteristik Responden Berdasarkan Jabatan.....	114
4.2.1.2 Karakteristik Responden Berdasarkan Nama Usaha ..	115
4.2.1.3 Karakteristik Responden Berdasarkan Domisili Usaha	116
4.2.1.4 Karakteristik Responden Berdasarkan Pengalaman Usia	117
Bisnis	117
4.2 Analisis Deskriptif.....	117
4.2.1. Tanggapan Kelompok Wanita Tani Lampung Barat terhadap	117
Kompetensi Kewirausahaan	117
4.2.1.1 Tanggapan Kelompok Wanita Tani Lampung Barat	117
terhadap Dimensi Strategi.....	117

4.2.1.2	Tanggapan Kelompok Wanita Tani Lampung Barat terhadap Dimensi Komitmen	119
4.2.1.3	Tanggapan Kelompok Wanita Tani Lampung Barat terhadap Dimensi Pengorganisasian.....	122
4.2.1.4	Tanggapan Kelompok Wanita Tani Lampung Barat terhadap Dimensi Hubungan.....	124
4.2.1.5	Tanggapan Kelompok Wanita Tani Lampung Barat terhadap Dimensi Peluang	126
4.2.1.6	Tanggapan Kelompok Wanita Tani Lampung Barat terhadap Dimensi Konseptual	128
4.2.1.7	Rekapitulasi Tanggapan Kelompok Wanita Tani Lampung Barat terhadap Kompetensi Kewirausahaan	130
4.2.2	Tanggapan Kelompok Wanita Tani Lampung Barat terhadap Inovasi	133
4.2.2.1	Tanggapan Kelompok Wanita Tani Lampung Barat terhadap Dimensi Product Innovation	133
4.2.2.2	Tanggapan Kelompok Wanita Tani Lampung Barat terhadap Process Innovation	135
4.2.2.3	Rekapitulasi Tanggapan Kelompok Wanita Tani Lampung Barat terhadap Inovasi	137
4.2.3	Tanggapan Kelompok Wanita Tani Lampung Barat terhadap Keberhasilan Usaha.....	139
4.2.3.1	Tanggapan Kelompok Wanita Tani Lampung Barat terhadap Dimensi Keuangan	140
4.2.3.2	Tanggapan Kelompok Wanita Tani Lampung Barat terhadap Dimensi Non-Keuangan	142
4.2.3.3	Tanggapan Kelompok Wanita Tani Lampung Barat terhadap Dimensi Pertumbuhan Bisnis.....	145
4.2.3.4	Tanggapan Kelompok Wanita Tani Lampung Barat terhadap Dimensi Kinerja Relatif Terhadap Pesaing	147
4.2.3.5	Rekapitulasi Tanggapan Kelompok Wanita Tani Lampung Barat terhadap Inovasi	150
4.3	Analisis Verifikatif	152
4.3.1	Pengujian Asumsi Analisis Jalur	152
4.3.2	Pengujian Koefisien Jalur dan Koefisien Korelasi	153
4.3.3	Pengujian Koefisien Determinasi Total	154

4.3.4 Pengaruh Langsung dan Tidak Langsung	155
4.3.5 Koefisien Jalur Variabel Lain (Epsilon)	156
4.3.6 Pengujian Secara Simultan.....	157
4.3.7 Pengujian Secara Parsial	158
4.3.7.1 Pengujian Kompetensi kewirausahaan(X_1) terhadap Keberhasilan Usaha (Y).....	158
4.3.7.2 Pengujian Inovasi (X_2) terhadap Keberhasilan Usaha (Y)	159
4.3.8 Pengujian Hipotesis	159
4.4 Pembahasan Penelitian	159
4.4.1 Pembahasan Kompetensi Kewirausahaan.....	159
4.4.2 Pembahasan Inovasi.....	162
4.4.3 Pembahasan Keberhasilan Usaha	164
4.4.4 Pengaruh Kompetensi Kewirausahaan dan Inovasi terhadap Keberhasilan Usaha.....	166
4.5 Implikasi Penelitian.....	169
4.5.1 Temuan Penelitian Bersifat Teoritis	169
4.5.2 Temuan Penelitian Bersifat Empiris.....	175
BAB V KESIMPULAN DAN REKOMENDASI.....	176
5.1 Kesimpulan	176
5.2 Rekomendasi	177
DAFTAR PUSTAKA.....	183

DAFTAR GAMBAR

Gambar 1.1 Lima Provinsi Pengekspor Kopi Terbesar Di Indonesia.....	4
Gambar 1.2 Grafik Data KWT Produksi Kopi Bubuk Lampung Barat.....	6
Gambar 1.3 Data Nilai Produksi dan Kapasitas Produksi Kopi Bubuk KWT Lampung Barat	9
Gambar 2.1 Area Dan Kompetensi Model Konseptual	42
Gambar 2.2 The 4ps Of Innovation Space	53
Gambar 2.3 Dimensi Inovasi.....	55
Gambar 2.4 Determinants Of Business Success.....	68
Gambar 2.5 Kerangka Pemikiran Pengaruh Kompetensi Kewirausahaan & Inovasi Terhadap Keberhasilan Usaha.....	84
Gambar 2.6 Paradigma Penelitian	85
Gambar 3.1 Garis Kontinum Penelitian Kompetensi Kewirausahaan, Inovasi & Keberhasilan Usaha	107
Gambar 3.2 Struktur Hubungan Kausal X Terhadap Y	108
Gambar 3.3 Struktur Hipotesis Utama Pengaruh X_1 & X_2 Terhadap Y	109
Gambar 3.4 Diagram Sub Hipotesis	110
Gambar 4.1 Garis Kontinum Variabel Kompetensi Kewirausahaan	132
Gambar 4.2 Garis Kontinum Variabel Inovasi.....	139
Gambar 4.3 Garis Kontinum Variabel Keberhasilan Usaha	151
Gambar 4.4 Diagram Jalur Variabel X_1 dan X_2 Terhadap Y	154

DAFTAR TABEL

Tabel 1.1 Data UKM Pengolahan Kopi Bubuk Lampung Barat.....	4
Tabel 1.2 Data KWT Produksi Kopi Bubuk Lampung Barat	5
Tabel 1.3 Data Nilai & Kapasitas Produksi Kopi Bubuk KWT Lampung Barat....	7
Tabel 1.4 Rata – Rata Konsumsi & Pengeluaran Perkapita Perbulan Jenis Komoditas Kopi Bubuk Provinsi Lampung	10
Tabel 2.1 Definisi Kewirausahaan Menurut Para Ahli.....	24
Tabel 2.2 Definisi Kompetensi Kewirausahaan Menurut Para Ahli	36
Tabel 2.3 Dimensi Kompetensi Kewirausahaan.....	40
Tabel 2.4 Definisi Inovasi Menurut Para Ahli	50
Tabel 2.5 Definisi Keberhasilan Usaha Menurut Para Ahli.....	59
Tabel 2.6 Penelitian Terdahulu.....	72
Tabel 3.1 Operasionalisasi Variabel Penelitian.....	88
Tabel 3.2 Jenis Dan Sumber Data.....	92
Tabel 3.3 Daftar Nama Dan Jumlah Tenaga Kerja Kwt Lampung Barat	93
Tabel 3.4 Hasil Uji Validitas.....	99
Tabel 3.5 Hasil Uji Reliabilitas	103
Tabel 3.6 Skor Alternatif Jawaban Positif Dan Negatif	104
Tabel 3.7 Kriteria Penafsiran Hasil Perhitungan Responden	106
Tabel 4.1 Sebaran Responden Berdasarkan Jabatan.....	115
Tabel 4.2 Sebaran Responden Berdasarkan Jenis Usaha	115
Tabel 4.3 Sebaran Responden Berdasarkan Domisili Usaha	116
Tabel 4.4 Sebaran Responden Berdasarkan Usia Bisnis.....	117
Tabel 4.5 Tanggapan Responden Terhadap Dimensi Strategi	118
Tabel 4.6 Tanggapan Responden Terhadap Dimensi Komitmen.....	120
Tabel 4.7 Tanggapan Responden Terhadap Dimensi Pengorganisasian	122
Tabel 4.8 Tanggapan Responden Terhadap Dimensi Hubungan	124
Tabel 4.9 Tanggapan Responden Terhadap Dimensi Peluang.....	126
Tabel 4.10 Tanggapan Responden Terhadap Dimensi Konseptual.....	129
Tabel 4.11 Rekapitulasi Tanggapan Mengenai Dimensi Kompetensi Kewirausahaan.....	131
Tabel 4.12 Tanggapan Responden Terhadap Product Innovation.....	133
Tabel 4.13 Tanggapan Responden Terhadap Process Innovation.....	135
Tabel 4.14 Rekapitulasi Tanggapan Mengenai Dimensi Inovasi.....	137
Tabel 4.15 Tanggapan Responden Terhadap Dimensi Keuangan.....	140
Tabel 4.16 Tanggapan Responden Terhadap Dimensi Non-Keuangan.....	142
Tabel 4.17 Tanggapan Responden Terhadap Dimensi Pertumbuhan Bisnis	145
Tabel 4.18 Tanggapan Responden Terhadap Dimensi Kinerja Relatif terhadap Pesaing	147
Tabel 4.19 Rekapitulasi Tanggapan Mengenai Dimensi Keberhasilan Usaha ...	150
Tabel 4.20 Hasil Uji Normalitas.....	152
Tabel 4.21 Hasil Uji Koefisien Jalur Dan Koefisien Korelasi	153
Tabel 4.22 Koefisien Determinasi Total X_1 dan X_2 terhadap Y	154
Tabel 4.23 Pengaruh kompetensi kewirausahaan (X_1) dan inovasi (X_2) terhadap keberhasilan usaha (Y).....	155

Tabel 4.24 Uji Hipotesis Simultan.....	157
Tabel 4.25 Hasil Uji Hipotesis Simultan	157
Tabel 4.26 Uji Hipotesis Parsial	158
Tabel 4.27 Pengujian Parsial Kompetensi kewirausahaan (X_1) Terhadap Keberhasilan Usaha	158
Tabel 4.28 Pengujian Parsial Inovasi(X_2) Terhadap Keberhasilan Usaha.....	159

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