

**PENGARUH *INNOVATION SPEED* DAN *CREATIVE  
DESTRUCTION* TERHADAP KEUNGGULAN KOMPETITIF  
(Studi pada UMKM *Fashion* di Kota Bandung)**

**SKRIPSI**

Disusun untuk Memenuhi Salah Satu Syarat  
Memperoleh Gelar Sarjana Pendidikan



Oleh  
Livia Naftharani Suwardi

NIM. 1805030

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

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Livia Natharani Suwardi  
180530

Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar sarjana Pendidikan pada Fakultas Pendidikan Ekonomi dan Bisnis

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**PENGARUH *INNOVATION SPEED* DAN *CREATIVE DESTRUCTION*  
TERHADAP KEUNGGULAN KOMPETITIF  
(Studi pada UMKM *Fashion* di Kota Bandung)**

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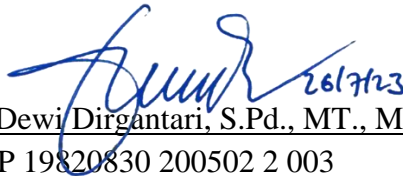


Prof. Dr. B Lena Nuryanti S, M.Pd.  
NIP. 196107091987032001



Dr. H. Rd. Dian Herdiana Utama, M.Si.  
NIP. 196408231993021001

Mengetahui,  
Ketua Program Studi Pendidikan Bisnis



Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.  
NIP 19820830 200502 2 003

Tanggung Jawab Yuridis  
Ada Pada Penulis



Livia Naftharani Suwardi  
NIM. 1805030

## PERNYATAAN KEASLIAN ISI SKRIPSI

Dengan ini menyatakan bahwa skripsi dengan judul “Pengaruh *Innovation speed* dan *Creative destruction* Terhadap Keunggulan Kompetitif (Studi Pada UMKM *Fashion* di Kota Bandung) beserta seluruh isinya adalah benar-benar karya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai serta tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan. Ini dibuktikan dengan pengujian Turnitin yang mencapai hasil plagiarism **sebanyak 10%**.

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Bandung, Juli 2023

Yang membuat pernyataan



Livia Naftharani Suwardi

NIM. 1805030

## ABSTRAK

Livia Naftharani Suwardi (1805030) “**Pengaruh *Innovation speed* dan *Creative destruction* Terhadap Keunggulan Kompetitif (Studi Pada UMKM *Fashion* di Kota Bandung)**”. Di bawah bimbingan Prof. Dr. B Lena Nuryanti S, M.Pd. dan Dr. H. Rd. Dian Herdiana Utama, M.Si.

Potret peningkatan intensitas keunggulan kompetitif saat ini sedang menjadi fokus di seluruh dunia karena secara tidak langsung dapat membopong pertumbuhan ekonomi di setiap negara. Permasalahan keunggulan kompetitif yang umum terjadi pada UMKM adalah tidak adanya peningkatan pengetahuan mengenai keunggulan kompetitif serta sulitnya perusahaan untuk mencapai stabilitas lingkungan usaha. Sementara pada UMKM *fashion* di Kota Bandung permasalahan yang selalu terjadi adalah sulitnya mempertahankan keunggulan kompetitif perusahaan karena maraknya terjadi peniruan kreativitas dan inovasi oleh pesaing. Penelitian ini bertujuan untuk mengetahui 1) gambaran *innovation speed*, *creative destruction*, dan keunggulan kompetitif; 2) pengaruh langsung dan tidak langsung *innovation speed* terhadap keunggulan kompetitif; 3) pengaruh langsung dan tidak langsung *creative destruction* terhadap keunggulan kompetitif; 4) pengaruh langsung dan tidak langsung *innovation speed* dan *creative destruction* terhadap keunggulan kompetitif pada UMKM *fashion* di Kota Bandung. Metode yang digunakan adalah metode penelitian kuantitatif dengan sampel jenuh yang berjumlah 122 responden dan objek penelitian adalah pemilik UMKM *fashion* di Kota Bandung. Teknik analisis data yang digunakan adalah analisis jalur dengan menggunakan program *Microsoft Excel* dan *IBM SPSS versi 22.0 for windows*. Berdasarkan hasil penelitian ini dapat diketahui bahwa 1) *innovation speed* berada dalam kategori cepat, *creative destruction* berada dalam kategori tinggi, dan keunggulan kompetitif berada dalam kategori cukup tinggi; 2) *innovation speed* berpengaruh positif dan signifikan dengan pengaruh langsung berada pada kategori rendah; 3) *creative destruction* berpengaruh positif dan signifikan dengan pengaruh langsung berada pada kategori sedang; 4) *innovation speed* dan *creative destruction* memiliki pengaruh terhadap keunggulan kompetitif. Berdasarkan hasil penelitian, UMKM disarankan untuk dapat meningkatkan *innovation speed* pada aspek *faster than schedule* dengan cara meningkatkan kecepatan relatif perusahaan terhadap jadwal. Sedangkan untuk meningkatkan *creative destruction* pada aspek *market-based* dapat dilakukan dengan merubah pasar secara putus-putus terbagi dalam beberapa waktu. Dengan ini menunjukkan semakin baiknya *innovation speed* dan *creative destruction* maka semakin mudah bagi UMKM *fashion* untuk mencapai keunggulan kompetitifnya yang berdampak pada kinerja perusahaan.

Kata Kunci: Kewirausahaan, Kecepatan Inovasi, Destruksi Kreatif, Keunggulan Kompetitif, UMKM, Fesyen, Bandung

## ABSTRACT

Livia Naftharani Suwardi (1805030) "*The Effect of Innovation speed and Creative destruction on Competitive Advantage (Study of Fashion SMEs in Bandung City)*". Under the guidance of Prof. Dr. B Lena Nuryanti S, M.Pd. and Dr. H. Rd. Dian Herdiana Utama, M.Si.

*The portrait of increasing the intensity of competitive advantage is currently becoming a focus throughout the world because it can indirectly support economic growth in each country. Competitive advantage problems that commonly occur in MSMEs are the lack of increased knowledge regarding competitive advantage and the difficulty for companies to achieve stability in the business environment. Meanwhile, in fashion MSMEs in the city of Bandung, the problem that always occurs is the difficulty of maintaining the company's competitive advantage because of the widespread imitation of creativity and innovation by competitors. This research aims to determine 1) a description of innovation speed, creative destruction and competitive advantage; 2) direct and indirect influence of innovation speed on competitive advantage; 3) direct and indirect influence of creative destruction on competitive advantage; 4) the direct and indirect influence of innovation speed and creative destruction on competitive advantage in fashion MSMEs in Bandung City. The methods used that is quantitative research methods with a saturated sample of 122 respondents and the research object is fashion MSME owners in Bandung City. The data analysis technique used is path analysis using Microsoft Excel and IBM SPSS version 22.0 for Windows. Based on the results of this research, it can be seen that 1) innovation speed is in the fast category, creative destruction is in the high category, and competitive advantage is in the quite high category; 2) innovation speed has a positive and significant effect with the direct effect being in the low category; 3) creative destruction has a positive and significant effect with the direct effect being in the medium category; 4) innovation speed and creative destruction have an influence on competitive advantage. Based on the research results, it is recommended that MSMEs be able to increase innovation speed in the faster than schedule aspect by increasing the company's relative speed relative to schedule. Meanwhile, to increase creative destruction in the market-based aspect, it can be done by changing the market intermittently over time. This shows that the better the innovation speed and creative destruction, the easier it will be for fashion MSMEs to achieve their competitive advantage which has impact on company performance.*

Keywords: *Entrepreneurship, Innovation speed, Creative destruction, Competitive Advantage, MSMEs, Fashion, Bandung*

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Skripsi yang berjudul “Pengaruh *Innovation speed* dan *Creative destruction* Terhadap Keunggulan Kompetitif (Studi Pada UMKM *Fashion* di Kota Bandung)” telah penulis susun sehingga penulis dapat memperoleh Gambaran serta pengaruh dari *innovation speed* dan *creative destruction* terhadap keunggulan kompetitif pada UMKM *fashion* di Kota Bandung.

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