

**MODEL PENINGKATAN DAYA SAING INDUSTRI MIKRO KECIL
MENENGAH SUBSEKTOR FESYEN DI JAWA BARAT**

DISERTASI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh
Gelar Doktor pada Program Studi Doktor Manajemen
Konsentrasi Manajemen Kewirausahaan



oleh

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FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2023**

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Desember 2023

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**MODEL PENINGKATAN DAYA SAING INDUSTRI MIKRO KECIL
MENENGAH SUBSEKTOR FESYEN DI JAWA BARAT**

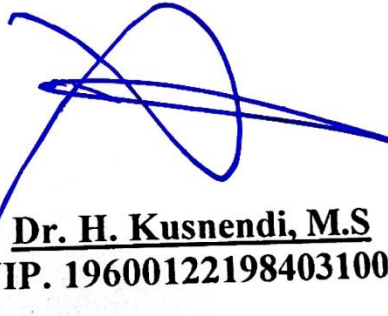
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PERNYATAAN KEASLIAN

Dengan ini saya menyatakan bahwa Disertasi dengan judul “Model Peningkatan Daya Saing Industri Mikro Kecil Menengah Subsektor Fesyen di Jawa 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 pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

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Yang membuat pernyataan



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ABSTRAK

Dede Kurnia (2106688). Model Peningkatan Daya Saing Industri Mikro Kecil Menengah Subsektor Fesyen di Jawa Barat. Di bawah bimbingan promotor Prof. Dr. H. Hari Mulyadi, M.Si., kopromotor Dr. Kusnendi, M.S., dan anggota promotor Dr. Heny Hendrayati, S.IP., M.M.

Industri fesyen lokal di Indonesia menghadapi ancaman serius dengan adanya impor pakaian bekas dari luar negeri dan populernya tren *thrifting* di tengah masyarakat. Kondisi itu menjadi sebuah masalah dan tantangan yang harus segera diselesaikan sebab jika dibiarkan dalam jangka panjang tentunya akan mengancam daya saing industri fesyen lokal di Indonesia. Didasarkan pada teori efektivasi dan teori psikologi positif, penelitian ini mencoba menguji beberapa anteseden yang dapat mempertahankan dan meningkatkan daya saing industri mikro kecil menengah subsektor fesyen. Anteseden tersebut terdiri dari jaringan kewirausahaan, modal psikologis, kemampuan untuk mencari, menemukan, menyintesis, mengelola, dan menggunakan informasi terbaru (kognisi efektif), menggabungkan sumber daya yang tersedia (brikolase kewirausahaan), dan inovasi hemat (*frugal innovation*). Penelitian ini dilakukan melalui metode kuantitatif dengan survei korelasional. Teknik penarikan sampel dilakukan melalui pendekatan sampel probabilitas, melalui teknik tersebut diperoleh 384 pelaku industri fesyen Jawa Barat yang tersebar di Bandung, Tasikmalaya, dan Garut. Analisis data dilakukan melalui perangkat lunak SPSS dan AMOS. Hasil penelitian menunjukkan bahwa jaringan kewirausahaan dan kognisi efektif berpengaruh positif terhadap brikolase kewirausahaan, modal psikologis dan kognisi efektif berpengaruh positif terhadap *frugal innovation*, dan brikolase kewirausahaan serta *frugal innovation* berpengaruh positif terhadap daya saing. Di sisi lain, analisis peran mediasi menunjukkan bahwa kognisi efektif memediasi pengaruh positif modal psikologis terhadap brikolase kewirausahaan, *frugal innovation* memediasi pengaruh positif modal psikologis terhadap daya saing, dan kognisi efektif serta brikolase kewirausahaan secara serial memediasi pengaruh positif modal psikologis terhadap daya saing. Secara empiris penelitian berimplikasi pada pendekatan baru yang dapat diimplementasikan pelaku industri fesyen di Jawa Barat dan Indonesia secara umum, di mana dalam upaya meningkatkan daya saing dalam konteks industri fesyen, pelaku usaha dapat fokus pada upaya meningkatkan kemampuan brikolase kewirausahaan dan *frugal innovation* sebagai kompetensi yang berpengaruh berdasarkan hasil penelitian ini.

Kata Kunci: Jaringan kewirausahaan, modal psikologis, kognisi efektif, brikolase kewirausahaan, *frugal innovation*, daya saing.

ABSTRACT

Dede Kurnia (2106688). Model for Increasing Competitiveness of Micro, Small and Medium Enterprises in West Java's Fashion Subsector. Under the guidance of promoter: Prof. Dr. H. Hari Mulyadi, M.Si., co-promoter Dr. Kusunendi, M.S., and promoter member Dr. Heny Hendrayati, S.IP., M.M.

The local fashion industry in Indonesia is currently facing serious threats due to the import of used clothing from abroad and the popularity of the thrifting trend among the society. This phenomenon is a challenge that requires immediate solution since it will certainly threaten the competitiveness of the local fashion industry in Indonesia as a long-term effect. Examined by effectuation and positive psychology theory, this study tries to test several antecedents that can maintain and increase the competitiveness of the micro, small and medium industry in the fashion subsector. These antecedents consist of entrepreneurial networks, psychological capital, the ability to search, discover, synthesize, manage, and use the latest information (effectual cognition), combining available resources (entrepreneurial bricolage), and frugal innovation. This research was conducted using quantitative methods with a correlational survey. The sampling technique was carried out using a probability sampling approach, through this technique 384 West Java fashion industry players were obtained from across Bandung, Tasikmalaya and Garut. Data analysis was carried out via SPSS and AMOS software. The results of the research show that entrepreneurial networks and effectual cognition have a positive effect on entrepreneurial bricolage, psychological capital and effectual cognition have a positive effect on frugal innovation, and entrepreneurial bricolage and frugal innovation have a positive effect on competitiveness. On the other hand, mediation role analysis shows that effectual cognition mediates the positive influence of psychological capital on entrepreneurial bricolage, frugal innovation mediates the positive influence of psychological capital on competitiveness, and effectual cognition as well as entrepreneurial bricolage serially mediate the positive influence of psychological capital on competitiveness. Empirically, this work has implications for a new approach that can be implemented by fashion industry actors in West Java and Indonesia in general, where in an effort to increase competitiveness in the context of the fashion industry, business actors can focus on efforts to increase entrepreneurial bricolage and frugal innovation capabilities as competencies which has an influence based on the results of this research.

Keyword: *Entrepreneurial networking, psychological capital, effectual cognition, entrepreneurial bricolage, frugal innovation, competitiveness*

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Publikasi

[Publikasi yang ditulis dalam bahasa Inggris dan selain bahasa Inggris, serta untuk publikasi yang diterbitkan dalam jurnal dan juga surat kabar selama lima tahun terakhir]

Tahun	Judul	Keterangan	Pranala
2023	<i>When does entrepreneurial bricolage mediate the effect of entrepreneurial orientation on new product development? The role of environmental dynamism as moderator</i>	Terindeks Q1 Scopus dan Web of Science	https://eber.uek.krakow.pl/eber/article/view/1971
	PERSIB dan Teori Kewirausahaan	Pikiran Rakyat	
	<i>Entrepreneurial Bricolage on New Product Development: The Moderating Role of Team Participation</i>	Proceeding terindeks Scopus	https://www.atlantispress.com/proceedings/gc_bme-22/125991903
	Daya Saing Setelah ditutupnya Tiktok Shop	Harian Bagaya	
	Wirausaha Perempuan dan Upaya Mengikis Paradigma Konservatif	Bincang Perempuan	https://bincangperempuan.com/wirausaha-perempuan-dan-upaya-mengikis-paradigma-konservatif/
2022	<i>The role of self-congruity in the relationship between destination brand personality and revisit intention</i>	Sinta 2	https://e-journal.trisakti.ac.id/index.php/jasa/article/view/12519/8988
	Isu-isu kontemporer Literasi Ekonomi dan Kewirausahaan	Bunga Rampai ber-ISBN	
	Gagasan untuk Indonesia Lebih Baik [Kumpulan Esai Pilihan Awardee BPI UPI]	Bunga Rampai ber-ISBN	
	Mataverse dan Kewaspadaan Kita	Pikiran Rakyat	
2021	Anteseden Intensi Wirausaha berdasarkan Perspektif <i>Social Cognitive Career Theory</i>	Sinta 2	https://jurnal.untan.ac.id/index.php/JJ/article/view/47150
2020	Upaya Melahirkan Wirausaha Baru Ditinjau dari Teori Perilaku Terencana	Konferensi Nasional WINCO	https://ocs.winco.cilacapkab.go.id/index.php/winco/winco2020/paper/viewFile/40/16

Prestasi

[10 tahun terakhir]

Tahun	Prestasi dan Penghargaan	Institusi Penyelenggara
2021	Lolos sebagai penerima Beasiswa Pendidikan Indonesia (BPI) untuk melanjutkan studi pada jenjang S3	PUSLAPDIK KEMDIKBUD
2020	Penulis Artikel Ilmiah terbaik ke-1 dalam acara Wijayakusuma <i>National Conferencee</i>	Politeknik Negeri Cilacap bekerja sama dengan Pemkab Cilacap
2018	50 Penulis Essay terbaik bertema pendidikan Abad 21	Himpunan Mahasiswa Muslim Indonesia (HIMMPAS)
2017	Pemakalah dalam <i>International Conference Economic Education and Entrepreneurship (ICEEE)</i>	ASPROPENDO
2016	Juara kedua dalam kompetensi Karya Ilmiah Nasional antar Mahasiswa S1	Universitas Negeri Yogyakarta
2016	Pembicara terbaik dalam kompetensi Karya Ilmiah Nasional antar Mahasiswa S1	Universitas Negeri Yogyakarta
2015	Semifinalis Kompetensi Debat antar Mahasiswa Nasional antar Mahasiswa S1	Universitas Negeri Sebelas Maret

Riwayat Pendidikan

Tahun	Jenjang	Institusi	Bidang Ilmu
2021 - 2023	Strata 3	Universitas Pendidikan Indonesia	Manajemen/ Manajemen Kewirausahaan
2017 - 2019	Strata 2	Universitas Pendidikan Indonesia	Pendidikan Ekonomi / Konsentrasi Kewirausahaan
2013 - 2017	Strata 1	Universitas Siliwangi	Pendidikan Ekonomi
2010 - 2013	SMA	MA Serba Bakti Suryalaya	
2007 - 2010	SMP	MTs Miftahul Falah	
2001 - 2007	SD	SD II Tanjung Kerta	