

**MODEL DAYA SAING USAHA BERBASIS
KOMPETENSI DIGITAL KEWIRAUSAHAAN
(STUDI PADA *WOMEN ENTREPRENEUR* DI UKM FESYEN
JAWA BARAT)**



DISERTASI

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

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UNIVERSITAS PENDIDIKAN INDONESIA
2025**

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JAWA BARAT)**

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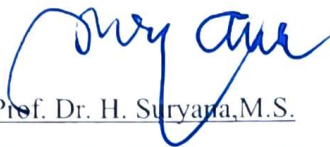
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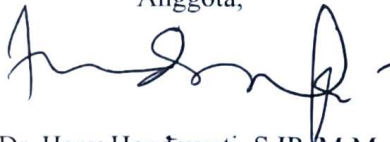
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Asti Nur Aryanti

KATA PENGANTAR

Segala puji dan syukur penulis panjatkan ke hadirat Allah SWT, Tuhan Yang Maha Esa, atas rahmat, petunjuk, dan karunia-Nya, sehingga penulis dapat menyelesaikan disertasi yang berjudul "Model Daya Saing Usaha Berbasis Kompetensi Digital Kewirausahaan (Studi pada *Women Entrepreneur* di UKM Fesyen Jawa Barat)".

Disertasi ini disusun sebagai salah satu syarat untuk memperoleh gelar Doktor pada Program Studi Doktor Manajemen, Fakultas Pendidikan Ekonomi dan Bisnis, Universitas Pendidikan Indonesia. Penelitian ini bertujuan untuk mengeksplorasi dan menganalisis penerapan teknologi digital oleh *women entrepreneur* di sektor usaha kecil dan menengah (UKM) bidang fesyen. Fokus utama penelitian ini adalah pengembangan strategi daya saing usaha melalui pendekatan berbasis kompetensi digital kewirausahaan dan orientasi kewirausahaan. Dengan mengintegrasikan teori kewirausahaan, digitalisasi, serta konsep daya saing, penelitian ini diharapkan memberikan kontribusi akademik dan praktis terhadap tantangan kompetitif yang dihadapi oleh *women entrepreneur* di UKM fesyen, khususnya dalam meningkatkan kompetensi digital kewirausahaan.

Urgensi penelitian ini dilatarbelakangi oleh dinamika persaingan di sektor UKM serta tuntutan transformasi digital yang semakin mendesak. Dalam konteks ini, kompetensi kewirausahaan yang unggul, orientasi kewirausahaan yang adaptif, inovasi yang unik, dan kolaborasi berkelanjutan menjadi elemen krusial dalam mencapai daya saing usaha yang berkelanjutan. Penelitian ini berupaya memberikan kontribusi teoretis dalam memahami strategi daya saing di era digitalisasi sekaligus menawarkan panduan praktis bagi *women entrepreneur* untuk memanfaatkan teknologi digital secara optimal dalam pengelolaan bisnis yang berorientasi keberlanjutan.

Penulis menyadari bahwa penelitian ini memiliki keterbatasan dan belum sepenuhnya mencapai tujuan yang diharapkan. Meski demikian, semoga karya ini dapat bermanfaat bagi pembaca dan menjadi referensi bagi penelitian selanjutnya dalam pengembangan strategi daya saing UKM. Penulis juga mendoakan agar semua pihak yang telah memberikan dukungan selama penyusunan disertasi ini senantiasa mendapat rahmat, berkah, dan ridha dari Allah SWT. Aamiin.

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ABSTRAK

Asti Nur Aryanti (2211148) “**Model Daya Saing Usaha Berbasis Kompetensi Digital Kewirausahaan (Studi pada Women Entrepreneur di UKM Fesyen Jawa Barat)**” di bawah bimbingan Prof. Dr. H. Suryana, M.S., Dr. Chairul Furqon, S.Sos, M.M., Dr. Heny Hendrayati, S.IP, M.M.

Rendahnya daya saing *women entrepreneur* di UKM fesyen Jawa Barat menjadi kendala utama dalam upaya bertahan di tengah persaingan global. Penelitian ini mendalami penerapan teknologi digital di UKM fesyen, yang berfokus dalam meningkatkan daya saing berbasis kompetensi digital kewirausahaan. Tujuan penelitian ini adalah memverifikasi pengaruh kompetensi digital kewirausahaan, orientasi kewirausahaan terhadap daya saing melalui *co-creation* dan inovasi. Pendekatan penelitian menggunakan metode kuantitatif, dengan populasi penelitian mencakup *women entrepreneur* UKM fesyen di Jawa Barat. Sampel diambil menggunakan *cluster random sampling* yang menghasilkan 280 responden. Pengumpulan data dilakukan melalui penyebaran kuesioner, pengujian hipotesis dilakukan menggunakan SEM AMOS. Hasil penelitian menunjukkan bahwa kompetensi digital kewirausahaan, orientasi kewirausahaan, *co-creation*, dan inovasi baik secara simultan ataupun parsial berpengaruh terhadap daya saing. *Co-creation* dan inovasi menjadi mediator yang signifikan antara kompetensi digital kewirausahaan, orientasi kewirausahaan dan daya saing. Tingkat daya saing UKM fesyen di Jawa Barat tergolong tinggi, terutama dalam dimensi kepuasan konsumen, sementara dimensi pertumbuhan relatif lebih rendah namun tetap dalam kategori tinggi. Hal ini menunjukkan pentingnya pengelolaan strategi bisnis yang tidak hanya berfokus pada mempertahankan kepuasan konsumen, tetapi juga pada inovasi dan pengembangan usaha untuk meningkatkan pertumbuhan berkelanjutan. Implikasi penelitian ini adalah kompetensi digital kewirausahaan merupakan elemen penting dalam mendukung inovasi, *co-creation*, dan daya saing UKM. Pelaku UKM disarankan untuk meningkatkan kompetensi digital kewirausahaan dengan memanfaatkan media teknologi seperti platform digital, *E-commerce*, dan analitik data untuk mendukung efektivitas operasional dan pengambilan keputusan berbasis data.

Kata Kunci: daya saing, kompetensi digital kewirausahaan, orientasi kewirausahaan, *co-creation*, inovasi, *women entrepreneur*

ABSTRACT

Asti Nur Aryanti (2211148) “**A Competitiveness Model for Enterprises Based on Digital Entrepreneurial Competence (A Study of Women Entrepreneurs in Fashion SMEs in West Java)**” under the supervision of Prof. Dr. H. Suryana, M.S., Dr. Chairul Furqon, S.Sos, M.M., Dr. Heny Hendrayati, S.IP, M.M.

The low competitiveness of *women entrepreneurs* in the fashion small and medium enterprises (SMEs) sector in West Java presents a significant challenge in sustaining their position amidst global competition. This study explores the application of digital technology in fashion SMEs, focusing on enhancing competitiveness through entrepreneurial digital competence. The objective of this research is to verify the influence of entrepreneurial digital competence and entrepreneurial orientation on competitiveness, mediated by *co-creation* and innovation. A quantitative research approach was employed, with the population consisting of *women entrepreneurs* in the fashion SMEs sector in West Java. A sample of 280 respondents was selected using cluster random sampling. Data collection was conducted via a structured questionnaire, and hypothesis testing was performed using Structural Equation Modeling (SEM) with AMOS software. The findings indicate that entrepreneurial digital competence, entrepreneurial orientation, *co-creation*, and innovation have both simultaneous and partial effects on competitiveness. Furthermore, *co-creation* and innovation serve as significant mediators between entrepreneurial digital competence, entrepreneurial orientation, and competitiveness. The overall competitiveness of fashion SMEs in West Java is classified as high, particularly in the dimension of customer satisfaction, while the growth dimension, although relatively lower, also falls within the high category. These results highlight the importance of managing business strategies that not only focus on maintaining customer satisfaction but also emphasize innovation and business development to achieve sustainable growth. The implications of this study underscore that entrepreneurial digital competence is a critical factor in supporting innovation, *co-creation*, and the competitiveness of SMEs. It is recommended that SME practitioners enhance their entrepreneurial digital competence by leveraging technological tools such as digital platforms, *E-commerce*, and data analytics to improve operational efficiency and facilitate data-driven decision-making.

Keywords: competitiveness, digital entrepreneurial competence, entrepreneurial orientation, *co-creation*, innovation, *women entrepreneur*

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