

**PENGARUH ENTREPRENEURIAL BRICOLAGE DAN
ENTREPRENEURIAL ORIENTATION TERHADAP KEBERHASILAN
USAHA (SURVEI PADA UMKM *GEGERKALONG CULINARY AREA*)**



SKRIPSI

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Manajemen

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Pengaruh *Entrepreneurial Bricolage* Dan *Entrepreneurial Orientation* Terhadap
Keberhasilan Usaha (Survei Pada Umkm Gegerkalong *Culinary Area*)

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Skripsi yang Diajukan untuk Memenuhi Salah Satu Syarat Memperoleh Gelar Sarjana
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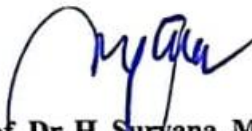
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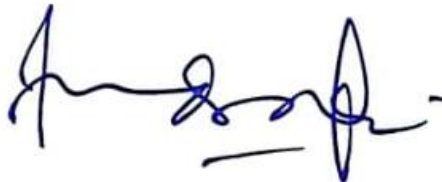
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LEMBAR PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa artikel ilmiah yang berjudul **"Pengaruh *Entrepreneurial Bricolage* Dan *Entrepreneurial Orientation* Terhadap Keberhasilan Usaha Survei Pada Umkm Gegerkalong *Culinary Spot*"** sepenuhnya merupakan karya saya sendiri, begitu juga semua yang ada di dalamnya. Saya tidak melakukan plagiarisme atau melanggar etika keilmuan dalam proses pembuatannya, kecuali pada bagian tertentu seperti kutipan atau referensi sesuai dengan aturan penulisan karya ilmiah yang berlaku.

Atas pernyataan ini, saya siap bertanggung jawab sepenuhnya atas kebenaran dan orisinalitas karya ini.

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ABSTRAK

Penelitian ini mengkaji pengaruh *entrepreneurial bricolage* dan *entrepreneurial orientation* terhadap keberhasilan usaha pada Usaha Mikro, Kecil, dan Menengah (UMKM) yang dikelola oleh *women entrepreneur* di Kota Bandung, khususnya di *Gegerkalong Culinary Area*. Masalah utama yang dihadapi oleh *women entrepreneur* seringkali meliputi keterbatasan akses terhadap mentor, pengetahuan bisnis yang memadai, dan jaringan komunitas. Tujuan penelitian ini adalah untuk menganalisis secara empiris bagaimana kemampuan *entrepreneurial bricolage* dalam memanfaatkan sumber daya yang terbatas dan *entrepreneurial orientation* yang proaktif, inovatif, serta berani mengambil risiko secara kolektif dan individual memengaruhi keberhasilan usaha. Penelitian ini bertujuan untuk menganalisis pengaruh Entrepreneurial Bricolage (EB) dan Entrepreneurial Orientation (EO) terhadap Keberhasilan Usaha pada pelaku UMKM perempuan di Kota Bandung. Dengan pendekatan kuantitatif dan analisis regresi linear berganda, penelitian ini mengungkapkan bahwa EB dan EO berpengaruh signifikan terhadap keberhasilan usaha baik secara simultan maupun parsial. Dimensi *Making Do* dari EB dan *Competitive Aggressiveness* dari EO menjadi indikator yang paling dominan dalam mendukung ketahanan dan pertumbuhan usaha. Keberhasilan usaha diukur dari aspek kinerja keuangan, kepuasan pelanggan, pertumbuhan usaha, dan keberlanjutan. Temuan ini menegaskan bahwa kemampuan beradaptasi dengan keterbatasan dan orientasi kewirausahaan yang strategis merupakan kunci utama dalam membangun usaha yang berkelanjutan di tengah dinamika pasar. Studi ini juga merekomendasikan penguatan kapasitas improvisasi dan pelatihan proaktivitas pasar bagi pelaku usaha perempuan.

Kata Kunci: *Entrepreneurial Bricolage, Entrepreneurial Orientation, Keberhasilan Usaha, Women Entrepreneur, UMKM.*

ABSTRACT

This study examines the influence of entrepreneurial bricolage and entrepreneurial orientation on business success among Micro, Small, and Medium Enterprises (MSMEs) managed by women entrepreneurs in Bandung City, specifically at the Gegerkalong Culinary Area. The main challenges faced by women entrepreneurs often include limited access to mentors, insufficient business knowledge, and a lack of community networks. The objective of this research is to empirically analyze how the ability of entrepreneurial bricolage utilizing limited resources and entrepreneurial orientation which emphasizes proactiveness, innovativeness, and risk-taking, both individually and collectively affect business success. Using a quantitative approach and multiple linear regression analysis, this study reveals that both EB and EO significantly influence business success, both simultaneously and partially. The Making Do dimension of EB and the Competitive Aggressiveness dimension of EO emerge as the most dominant indicators supporting business resilience and growth. Business success is measured through financial performance, customer satisfaction, business growth, and sustainability. The findings affirm that the ability to adapt amidst resource constraints and a strategic entrepreneurial orientation are key factors in building sustainable businesses in a dynamic market. The study also recommends strengthening improvisational capacity and providing market proactiveness training for women entrepreneurs.

Keywords: *Entrepreneurial Bricolage, Entrepreneurial Orientation, Business Success, Women Entrepreneurs, MSMEs.*

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Proposal ini dikerjakan penulis dengan sebaik dan seoptimal mungkin dengan harapan dapat mendatangkan manfaat serta sumbangsih yang berarti bagi kemajuan dunia pemasaran khususnya pada industri pemasaran dan pendidikan. Penulis memohon maaf apabila masih terdapat kekurangan dan kesalahan, dengan segala kerendahan hati penulis mengharapkan kritik serta saran membangun untuk dijadikan landasan perbaikan yang berguna bagi pengembangan ilmu pengetahuan.

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