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**PENGARUH KAPABILITAS FINANSIAL DAN ORIENTASI
KEWIRAUSAHAAN TERHADAP KEUNGGULAN
BERSAING MELALUI KINERJA PADA UMKM
PERDAGANGAN KOTA TASIKMALAYA**



SKRIPSI

diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Sarjana Bisnis

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**PROGRAM STUDI KEWIRAUSAHAAN
KAMPUS DAERAH TASIKMALAYA
UNIVERSITAS PENDIDIKAN INDONESIA
2025**

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana Bisnis pada Kampus UPI Tasikmalaya

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kapabilitas finansial dan orientasi kewirausahaan terhadap keunggulan bersaing dan kinerja UMKM perdagangan di Kota Tasikmalaya. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik pengumpulan data melalui kuesioner yang disebarakan kepada 100 pelaku UMKM perdagangan di Kota Tasikmalaya. Analisis data dilakukan menggunakan metode *Structural Equation Modeling* (SEM) untuk menguji hubungan antara variabel penelitian. Hasil penelitian menunjukkan bahwa kapabilitas finansial tidak berpengaruh terhadap keunggulan bersaing, tetapi berpengaruh signifikan terhadap kinerja UMKM. Orientasi kewirausahaan berpengaruh signifikan terhadap keunggulan bersaing dan kinerja UMKM. Keunggulan bersaing juga berpengaruh signifikan terhadap kinerja UMKM perdagangan di Kota Tasikmalaya. Dari hasil analisis jalur tidak langsung, ditemukan bahwa kapabilitas finansial dan orientasi kewirausahaan berpengaruh signifikan terhadap keunggulan bersaing melalui kinerja UMKM. Hasil penelitian diharapkan dapat memberikan wawasan mengenai faktor-faktor yang berkontribusi terhadap keunggulan bersaing dan kinerja UMKM serta memberikan rekomendasi strategis bagi pelaku usaha dan pemangku kebijakan dalam meningkatkan daya saing bisnis secara berkelanjutan.

Kata Kunci: Kapabilitas Finansial, Keunggulan Bersaing, Kinerja UMKM, Orientasi Kewirausahaan

ABSTRACT

This study aims to analyze the influence of financial capability and entrepreneurial orientation on competitive advantage and performance of trading SMEs in Tasikmalaya City. The research method employed a quantitative approach with data collected through questionnaires distributed to 100 trading SME actors in Tasikmalaya City. Data analysis was conducted using the Structural Equation Modeling (SEM) method to examine the relationships among research variables. The results indicate that financial capability does not significantly affect competitive advantage, but it has a significant effect on SME performance. Entrepreneurial orientation significantly influences both competitive advantage and SME performance. Competitive advantage also has a significant effect on the performance of trading SMEs in Tasikmalaya City. Furthermore, the indirect path analysis reveals that financial capability and entrepreneurial orientation significantly influence competitive advantage through SME performance. The findings are expected to provide insights into the factors contributing to competitive advantage and SME performance, as well as offer strategic recommendations for business actors and policymakers to enhance sustainable business competitiveness.

Keywords: *Competitive Advantage, Entrepreneurial Orientation, Financial Capability, MSME Performance.*

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