

## ABSTRAK

**Dewi Lestari (1305413) “Analisis Faktor-faktor yang Mempengaruhi Daya Saing Industri Konveksi Busna Muslim Soreang” Pembimbing I: Dr. Kusnendi, M.S. Pembimbing II: Yana Rohmana S.Pd, M.Si**

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi daya saing industri konveksi busana muslim Soreang. Kajian ini dilatarbelakangi oleh diberlakukannya Masyarakat Ekonomi ASEAN atau ASEAN *Economic Community* (AEC) yang mendorong setiap pelaku usaha untuk meningkatkan daya saingnya agar mampu bertahan di era global, termasuk dengan para pengusaha konveksi busna muslim Soreang menjadi salah satu produk unggulan di kecamatan Soreang. Adapun metode yang digunakan adalah survei eksplanatori. Teknik pengambilan sampel yang digunakan yaitu *purposive sampling* dan *proportional sampling* dengan jumlah sampel 21 orang pengusaha konveksi busana muslim. Adapun teknik analisis data yang digunakan dalam penelitian ini adalah analisis regresi *backward* dengan bantuan SPSS 20. Hasil penelitian menunjukkan bahwa faktor *internal rivalry*, *entry*, *subtitute and complementary product*, *buyer power* dan *supplier power* secara simultan tidak berpengaruh terhadap daya saing, dan hanya *subtitute and complementary product* yang berpengaruh terhadap daya saing. Namun, berdasarkan indikatornya, terdapat 11 indikator yang berpengaruh positif dan 14 indikator yang berpengaruh negatif. Dari hasil penelitian tersebut, para pengusaha industri konveksi busana muslim Soreang diharapkan mampu menambah modal atau biaya produksi, melakukan differensiasi produk, meningkatkan skala efisiensi usahanya, serta meningkatkan intensitas produk yang dihasilkan.

**Kata Kunci;** *Internal Rivalry, Entry, Subtitute and Complementary Product, Buyer Power, Supplier Power.*

## ABSTRACT

*Dewi Lestari (1305413). The Analysis of The Factors That Influence The Competitiveness of Moslem Fashion Industries Soreang. Supervisor by Dr. Kusnendi and Yana Rohmana S.Pd, M.Si*

*This research has purpose to analyze that influence the competitiveness of muslim fashion industries Soreang. This research was effected by the establishment of the ASEAN Economic Community (AEC) which encourage every entrepreneurs to be able to survive in the global era, including entrepreneur of muslim fashion became one of the flagship products in Soreang. The method of this research using explanatory survey method. The sampling technique in this research is using purposive sampling and proportional sampling with 21 entrepreneurs as respondents. The analyze data technique used in this research is backward regression analysis with the use SPSS 20. The result of this research discovers that internal rivalry, entry, substitute and complementary product, buyer power and supplier power not influences the competitiveness simultaneously, only substitute and complementary product that influence to the competitiveness. However, based on indicators, there are 11 indicators that positive influences and 14 indicators were negative influences. From the result of the research, the entrepreneur of moslem fashion Soreang expected to add to the capital cost of production, or doing products differentiation, increase the scale of its business efficiency, and increase the intensity of the resulting product.*

***Keywords: Competitiveness, Internal Rivalry, Entry, Substitute and Complementary Product, Buyer Power, Supplier Power***