

**PENGARUH *E BUSINESS* TERHADAP INOVASI USAHA
(Survei pada Sentra Topi Rahayu Kec. Margaasih Kabupaten Bandung)**

SKRIPSI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Sarjana
Pendidikan Bisnis Konsentrasi Kewirausahaan



Oleh
Nur Firdha Rosdiana
1505039

**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2019**

**PENGARUH *E BUSINESS* TERHADAP INOVASI USAHA
(Studi pada Sentra Topi Rahayu Kec. Margaasih Kabupaten Bandung)**

Oleh:
Nur Firdha Rosdiana
1505039

Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana pada Fakultas Pendidikan Ekonomi dan Bisnis

©Nur Firdha Rosdiana
Universitas Pendidikan Indonesia
Agustus 2019

Hak Cipta dilindungi undang-undang.
Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian, dengan dicetak ulang, difotokopi, atau cara lainnya tanpa ijin dari penulis

**PENGARUH E-BUSINESS TERHADAP INOVASI USAHA
(Studi kasus pada Sentra Topi Rahayu Kec.Margaasih Kab.Bandung)**

Skripsi ini disetujui dan disahkan oleh:

Pembimbing I *acc*



Dr. Hj. B Lena Nuryanti S, M.Pd.
NIP. 19610709 198703 2 001

Pembimbing II



Drs. Girang Razati, M.Si
NIP. 19630729 199302 1 001

Mengetahui,

Ketua Program Studi
Pendidikan Bisnis



Dr. Puspo Dewi Dirgantari, S.Pd., MT, MM.
NIP. 19820830 200502 2 003

Tanggung Jawab Yuridis
Ada pada Penulis



Nur Firdha Rosdiana
NIM 1505039

ABSTRAK

Nur Firdha Rosdiana (1505039), “Pengaruh *E Business* terhadap Inovasi Usaha (Sentra Topi Rahayu Kec. Margaasih Kab.Bandung)”. Dibawah bimbingan Dr. Hj. B Lena Nuryanti S., M.Pd. dan Drs. Girang Razati, M. Si.

Kewirausahaan menekankan pada proses menciptakan sesuatu yang berbeda yang memiliki nilai tambah. Inovasi usaha sebagai aplikasi pengetahuan baru dan pelaksanaan ide-ide, hal ini telah diakui sebagai pendorong utama dari pertumbuhan perusahaan. Salah satu upaya untuk mengatasi inovasi usaha di industri 4.0 ini yaitu dengan melaksanakan *e business*, dengan *e business* perusahaan dapat mengerahkan inovatif dengan kemajuan teknologi informasi dan komunikasi. Penelitian ini bertujuan untuk memperoleh gambaran dimensi *e business*, gambaran inovasi usaha, dan mengetahui pengaruh dimensi *e business* terhadap inovasi usaha. Metode penelitian yang digunakan adalah metode *explanatory survey* dengan sampel jenuh yang berjumlah sebanyak 107 responden. Teknik analisis data yang digunakan *path analysis* dengan alat bantu program SPSS 24.0 for Windows. Berdasarkan hasil analisa data yang dilakukan, diperoleh kesimpulan bahwa *e business* berpengaruh positif terhadap inovasi usaha dengan pengaruh berkategori cukup tinggi. Dampak jika tidak diterapkan inovasi usaha, maka perusahaan tidak dapat mengoptimalkan kekuatan berkompetisi di pasar, maka penulis merekomendasikan agar Sentra Topi Rahayu dapat lebih memperhatikan faktor *e business* untuk dapat meningkatkan inovasi usaha dan dapat meningkatkan kompetisi dengan perusahaan lain.

Kata Kunci: Kewirausahaan, Inovasi usaha, *E business*

ABSTRACT

Nur Firdha Rosdiana (1505039), "*The Effect of E Business on Business Innovation (Sentra Topi Rahayu, Margaasih Regency, Bandung)*". The study is conducted under the guidance of Dr. Hj. B Lena Nuryanti S, M.Pd. and Drs. Girang Razati, M. Si.

Entrepreneurship emphasizes the process of creating something different that has added value. Business innovation as the application of new knowledge and the implementation of ideas has been recognized as the main driver of the company's growth. One effort to overcome business innovation in industry 4.0 is by implementing e-business, with e-business the company can mobilize innovation with the advancement of information and communication technology. This study aims to obtain a picture of the e business dimension, a description of business innovation, and determine the effect of the e business dimension on business innovation. The research method used was an explanatory survey method with a saturated sample of 107 respondents. Data analysis technique used is path analysis with SPSS 24.0 for Windows program tools. Based on the results of data analysis, it can be concluded that e-business has a positive effect on business innovation with a quite high influence category. Impact if not implemented business innovation, then the company cannot optimize the strength of competition in the market, the authors recommend that the Rahayu Hats Center can pay more attention to e-business factors to be able to increase business innovation and be able to increase competition with other companies.

Keywords: Entrepreneurship, Business innovation, E business

DAFTAR ISI

ABSTRAK	iii
ABSTRACT	i
KATA PENGANTAR	Error! Bookmark not defined.
UCAPAN TERIMA KASIH	Error! Bookmark not defined.
DAFTAR ISI	ii
DAFTAR GAMBAR	vi
DAFTAR TABEL	vii
DAFTAR LAMPIRAN	viii
BAB I PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang Penelitian	Error! Bookmark not defined.
1.2 Identifikasi Masalah	Error! Bookmark not defined.
1.3 Rumusan Masalah	Error! Bookmark not defined.
1.4 Tujuan Penelitian	Error! Bookmark not defined.
1.5 Kegunaan Penelitian	Error! Bookmark not defined.
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS. Error!	Bookmark not defined.
2.1 Kajian Pustaka	Error! Bookmark not defined.
2.1.1 Kewirausahaan	Error! Bookmark not defined.
2.1.1.1 Konsep Kewirausahaan	Error! Bookmark not defined.
2.1.1.2 Definisi Kewirausahaan	Error! Bookmark not defined.
2.1.1.3 Dimensi Kewirausahaan	Error! Bookmark not defined.
2.1.2 E Business	Error! Bookmark not defined.
2.1.2.1 Konsep E Business	Error! Bookmark not defined.
2.1.2.2 Definisi E Business	Error! Bookmark not defined.
2.1.2.3 Dimensi E Business	Error! Bookmark not defined.
2.1.2.4 Manfaat Penjualan Melalui E Business	Error! Bookmark not defined.
2.1.3 Inovasi Usaha	Error! Bookmark not defined.
2.1.3.1 Konsep Inovasi Usaha	Error! Bookmark not defined.
2.1.3.2 Definisi Inovasi Usaha	Error! Bookmark not defined.
2.1.3.3 Dimensi Inovasi Usaha	Error! Bookmark not defined.

2.1.4	Pengaruh <i>E Business</i> Terhadap Inovasi Usaha.....	Error! Bookmark not defined.
2.2	Penelitian terdahulu	Error! Bookmark not defined.
2.3	Kerangka pemikiran	Error! Bookmark not defined.
2.4	Hipotesis	Error! Bookmark not defined.
BAB III OBJEK DAN METODE PENELITIAN.....		Error! Bookmark not defined.
3.1	Objek Penelitian	Error! Bookmark not defined.
3.2	Metode Penelitian	Error! Bookmark not defined.
3.2.1	Jenis Penelitian dan Metode yang Digunakan	Error! Bookmark not defined.
3.2.2	Operasionalisasi Variabel	Error! Bookmark not defined.
3.2.3	Jenis dan Sumber Data.....	Error! Bookmark not defined.
3.2.4	Populasi, Sampel dan Teknik Sampel.....	Error! Bookmark not defined.
3.2.4.1	Populasi.....	Error! Bookmark not defined.
3.2.4.2	Sampel.....	Error! Bookmark not defined.
3.2.5	Teknik pengumpulan data	Error! Bookmark not defined.
3.2.6	Pengujian Validitas dan Reliabilitas	Error! Bookmark not defined.
3.2.6.1	Pengujian Validitas.....	Error! Bookmark not defined.
3.2.6.2	Pengujian Reliabilitas.....	Error! Bookmark not defined.
3.2.7	Rancangan Analisis Data	Error! Bookmark not defined.
3.2.7.1	Analisis Data Deskriptif	Error! Bookmark not defined.
3.2.7.2	Analisis Data Verifikatif Menggunakan Path Analysis.....	Error! Bookmark not defined.
3.2.8	Pengujian Hipotesis	Error! Bookmark not defined.
BAB IV HASIL PENELITIAN DAN PEMBAHASAN....		Error! Bookmark not defined.
4.1	Hasil Penelitian	Error! Bookmark not defined.
4.1.1	Profil Perusahaan	Error! Bookmark not defined.
4.1.1.1	Sejarah Singkat.....	Error! Bookmark not defined.
4.1.2	Hasil Pengujian Deskriptif.....	Error! Bookmark not defined.
4.1.2.1	Tanggapan Responden terhadap E Business di Sentra Topi Rahayu.....	Error! Bookmark not defined.
4.1.2.1.1	Tanggapan Responden terhadap Dimensi <i>Acquiring Customers</i>...	Error! Bookmark not defined.
4.1.2.1.2	Tanggapan Responden Terhadap Dimensi <i>Optimizing Website Conversions</i>	Error! Bookmark not defined.

- 4.1.2.1.3 Tanggapan Responden Terhadap Dimensi *Maximizing Website Performance*Error! Bookmark not defined.
- 4.1.2.1.4 Tanggapan Responden Terhadap Dimensi *Ensuring a Positive User Experience*Error! Bookmark not defined.
- 4.1.2.1.5 Tanggapan Responden Terhadap Dimensi *Retaining Customers* .. Error! Bookmark not defined.
- 4.1.2.1.6 Tanggapan Responden Terhadap Dimensi *Use Web Analytics* Error! Bookmark not defined.
- 4.1.2.1.7 Rekapitulasi Dimensi *E Business*Error! Bookmark not defined.
- 4.1.2.2 Tanggapan Responden terhadap Inovasi Usaha di Sentra Topi RahayuError! Bookmark not defined.
- 4.1.2.2.1 Tanggapan Responden terhadap Dimensi *Product or Service Performance*Error! Bookmark not defined.
- 4.1.2.2.2 Tanggapan Konsumen Terhadap Dimensi *Product System* Error! Bookmark not defined.
- 4.1.2.2.3 Tanggapan Responden Terhadap Dimensi *Channel*Error! Bookmark not defined.
- 4.1.2.2.4 Tanggapan Konsumen Terhadap Dimensi *Brand* ...Error! Bookmark not defined.
- 4.1.2.2.5 Rekapitulasi Tanggapan Responden mengenai Inovasi Usaha Error! Bookmark not defined.
- 4.1.3 Hasil Pengujian VerifikatifError! Bookmark not defined.
- 4.1.3.1 Pengujian Asumsi Analisis JalurError! Bookmark not defined.
- 4.1.3.2 Pengujian Koefisien Jalur dan Koefisien Korelasi ..Error! Bookmark not defined.
- 4.1.3.3 Pengujian Koefisien Determinasi Total.....Error! Bookmark not defined.
- 4.1.3.4 Pengaruh Langsung dan Tidak Langsung .Error! Bookmark not defined.
- 4.1.3.5 Pengujian Hipotesis SimultanError! Bookmark not defined.
- 4.1.3.6 Pengujian Secara Parsial.....Error! Bookmark not defined.
- 4.1.3.1.1 Pengujian Hipotesis *Acquiring Customers* terhadap Inovasi Usaha
Error! Bookmark not defined.
- 4.1.3.1.2 Pengujian Hipotesis *Optimizing Website Conversions*Error! Bookmark not defined.
- 4.1.3.1.3 Pengujian Hipotesis *Maximizing Website Performance* .Error! Bookmark not defined.
- 4.1.3.1.4 Pengujian Hipotesis *Ensuring a Positive User Experience* Error! Bookmark not defined.
- 4.1.3.1.5 Pengujian Hipotesis *Use Web Analytics*Error! Bookmark not defined.

4.1	Pembahasan Hasil Penelitian	Error! Bookmark not defined.
4.2.1	Pembahasan Gambaran <i>E Business</i>	Error! Bookmark not defined.
4.2.2	Pembahasan Gambaran <i>Acquiring Customers</i>	Error! Bookmark not defined.
4.2.3	Pembahasan Gambaran <i>Optimizing Website Conversions</i>	Error! Bookmark not defined.
4.2.4	Pembahasan Gambaran <i>Maximizing Website Performance</i>	Error! Bookmark not defined.
4.2.5	Pembahasan Gambaran <i>Ensuring a Positif User Experience</i>	Error! Bookmark not defined.
4.2.6	Pembahasan Gambaran <i>Use Web Analytics</i>	Error! Bookmark not defined.
4.2.7	Pembahasan Gambaran Inovasi Usaha	Error! Bookmark not defined.
4.2.8	Pembahasan Pengaruh <i>Acquiring Customers (X₁)</i> terhadap Inovasi Usaha	Error! Bookmark not defined.
4.2.9	Pembahasan Pengaruh <i>Optimizing website Conversions (X₂)</i> terhadap Inovasi Usaha	Error! Bookmark not defined.
4.2.10	Pembahasan Pengaruh <i>Maximizing Websiter Performance (X₃)</i> terhadap Inovasi Usaha	Error! Bookmark not defined.
4.2.11	Pembahasan Pengaruh <i>Ensuring a Positif User Experience (X₄)</i> terhadap Inovasi Usaha	Error! Bookmark not defined.
4.2.12	Pembahasan Pengaruh <i>Use Web Analytics (X₆)</i> terhadap Inovasi Usaha	Error! Bookmark not defined.
4.2.13	Pembahasan Pengaruh <i>E Business</i> terhadap Inovasi Usaha	Error! Bookmark not defined.
4.3	Implikasi Penelitian	Error! Bookmark not defined.
4.3.1	Temuan Penelitian Bersifat Teoritis	Error! Bookmark not defined.
4.3.2	Temuan Penelitian Bersifat Empiris	Error! Bookmark not defined.
4.3.3	Implikasi Hasil Penelitian Pengaruh <i>E Business</i> terhadap Inovasi Usaha Pada Prodi Pendidikan Bisnis	Error! Bookmark not defined.
BAB V KESIMPULAN DAN REKOMENDASI		Error! Bookmark not defined.
5.1	Kesimpulan	Error! Bookmark not defined.
5.2	Rekomendasi	Error! Bookmark not defined.
DAFTAR PUSTAKA		9

DAFTAR GAMBAR

Gambar 2. 1 Kerangka Pemikiran Pengaruh <i>E Business</i> Terhadap Inovasi Usaha.....	Error! Bookmark not defined.
Gambar 2. 2 Paradigma Penelitian.....	Error! Bookmark not defined.
Gambar 3. 1 Struktur Hubungan Variabel	Error! Bookmark not defined.
Gambar 4. 1 Garis Kontinum Variabel <i>E Business</i>	Error! Bookmark not defined.
Gambar 4. 2 Garis Kontinum Variabel Inovasi Usaha	Error! Bookmark not defined.
Gambar 4. 3 Bagan Jalur Variabel Dimeensi <i>E Business</i> Terhadap Variabel Inovasi Usaha (Koefisien Jalur dan Koefisien Korelasi).....	Error! Bookmark not defined.
Gambar 4. 4 Bagan Jalur Variabel Dimeensi <i>E Business</i> Terhadap Variabel Inovasi Usaha (Koefisien Jalur dan Koefisien Korelasi).....	Error! Bookmark not defined.

DAFTAR TABEL

- Tabel 1. 1 *Peringkat Inovasi Usaha Indonesia 2016-2018*...**Error! Bookmark not defined.**
- Tabel 1. 2 *Perkembangan Jumlah Usaha Mikro, Kecil, Menengah (UMKM) dan Usaha Besar (UB) di Jawa Barat Tahun 2016-2018***Error! Bookmark not defined.**
- Tabel 1. 3 *Hasil Survey Pra Penelitian Inovasi Usaha di Perusahaan Sentra Topi Rahayu Kec. Margaasih Kab. Bandung*.....**Error! Bookmark not defined.**
- Tabel 1. 4 *Pelaksanaan Inovasi SetraTopi Rahayu Tahun 2016-2018***Error! Bookmark not defined.**
- Tabel 1. 5 *Hasil Survey Pra Penelitian E Business di Perusahaan Sentra Topi Rahayu Kec. Margaasih Kab. Bandung*.....**Error! Bookmark not defined.**
- Tabel 2. 1 *Definisi Kewirausahaan*.....**Error! Bookmark not defined.**
- Tabel 2. 2 *Definisi-Definisi Inovasi***Error! Bookmark not defined.**
- Tabel 2. 3 *Penelitian Terdahulu***Error! Bookmark not defined.**
- Gambar 3. 1 *Struktur Hubungan Variabel***Error! Bookmark not defined.**
- Tabel 4. 1 *Tanggapan Responden Terhadap Dimensi Acquiring Customers***Error! Bookmark not defined.**
- Tabel 4. 2 *Tanggapan Responden Terhadap Dimensi Optimizing Website Conversions***Error! Bookmark not defined.**
- Tabel 4. 3 *Tanggapan Responden Terhadap Dimensi Maximizing Website Performance***Error! Bookmark not defined.**
- Tabel 4. 4 *Tanggapan Responden Terhadap Dimensi Ensuring a Positive User Experience*.....**Error! Bookmark not defined.**
- Tabel 4. 5 *Tanggapan Responden Terhadap Dimensi Retaining Customers***Error! Bookmark not defined.**
- Tabel 4. 6 *Tanggapan Responden Terhadap Dimensi Use Web Analytics***Error! Bookmark not defined.**
- Tabel 4. 7 *Rekapitulasi Dimensi E Business*.....**Error! Bookmark not defined.**
- Tabel 4. 8 *Tanggapan Responden Terhadap Dimensi Product Or Service Performance***Error! Bookmark not defined.**
- Tabel 4. 9 *Tanggapan Konsumen Terhadap Dimensi Product System*.....**Error! Bookmark not defined.**
- Tabel 4. 10 *Tanggapan Responden Terhadap Dimensi Channel* **Error! Bookmark not defined.**
- Tabel 4. 11 *Tanggapan Responden Terhadap Dimensi Brand* **Error! Bookmark not defined.**
- Tabel 4. 12 *Rekapitulasi Dimensi Inovasi Usaha***Error! Bookmark not defined.**
- Tabel 4. 13 *Uji Kolmogorov Smirnov One-Sample Kolmogorov Smirnov Test*.....**Error! Bookmark not defined.**
- Tabel 4. 14 *Matriks Korelasi Antara Diagram Jalur Pengujian Hipotesis Dimensi E Business Terhadap Inovasi Usaha*.....**Error! Bookmark not defined.**
- Tabel 4. 15 *Matriks Korelasi Antara Diagram Jalur Pengujian Hipotesis Dimensi E Business Terhadap Inovasi Usaha*.....**Error! Bookmark not defined.**
- Tabel 4. 16 *Koefisien Determinasi Total***Error! Bookmark not defined.**

Tabel 4. 17 <i>Pengaruh Dimensi E Business (X) Terhadap Inovasi Usaha (Y)</i>	Error! Bookmark not defined.
Tabel 4. 18 <i>Uji Hipotesis Simultan</i>	Error! Bookmark not defined.
Tabel 4. 19 <i>Pengujian Secara Simultan</i>	Error! Bookmark not defined.
Tabel 4. 20 <i>Uji Hipotesis Parsial</i>	Error! Bookmark not defined.
Tabel 4. 15 <i>Pengujian Parsial Dimensi Aquiring Customers</i>	Error! Bookmark not defined.
Tabel 4. 16 <i>Pengujian Parsial Dimensi Optimizing Website Conversions</i>	Error! Bookmark not defined.
Tabel 4. 17 <i>Pengujian Parsial Dimensi Maximizing Website Performance</i>	Error! Bookmark not defined.
Tabel 4. 18 <i>Pengujian Parsial Dimensi Ensuring a Positif User Experisence</i>	Error! Bookmark not defined.

DAFTAR LAMPIRAN

- Lampiran 1 SK Pembimbing
- Lampiran 2 Rekapitulasi Bimbingan Skripsi
- Lampiran 3 Kuisioner Penelitian
- Lampiran 4 Koding Data Validitas dan Reliabilitas *E Business*
- Lampiran 5 Koding Data Validitas dan Reliabilitas Inovasi Usaha
- Lampiran 6 Output Hasil Uji Validitas *E Business*
- Lampiran 7 Output Hasil Uji Validitas Inovasi Usaha
- Lampiran 8 Output Hasil Uji Relibailitas
- Lampiran 9 Koding Variabel *E Business*
- Lampiran 10 Koding Variabel Inovasi Usaha
- Lampiran 11 Output Analisis Data Verifikatif
- Lampiran 12 Output Analisis Data Deskriptif
- Lampiran 13 *Curriculum Vitae*

DAFTAR PUSTAKA

- Ahmadi, C., & Hermawan, D. (2013). *E- Business & E- Commerce*. (P. Christian, Ed.). Yogyakarta: Cv Andi Offset.
- Alfianika, N. (2016). *Buku Ajar Metode Penelitian Pengajaran Bahasa Indonesia*. yogyakarta: Deepublish.
- Ali, M. (2013). *Penelitian Kependidikan Prosedur dan Strategi*. Bandung: CV Angkasa.
- Amabile, T. M., Conti, R., Coon, H., Lazenby, J., & Herron, M. (2014). Assessing the Work Environment for Creativity Assessing The Work Environment For Creativity University of Michigan University of Southern California, *39*(5), 1154–1184.
- Ambarita, M. dan A. (2016). *Metode Penelitian Sistem Informasi: Mengatasi Kesulitan Mahasiswa dalam Menyusun Proposal Penelitian*. yogyakarta: Deepublish.
- Amin, S., & Aslam, S. (2017). Intellectual Capital, Innovation and Firm Performance of Pharmaceuticals: A Study of the London Stock Exchange. *Journal of Information & Knowledge Management*, *16*(2), 1750017. <https://doi.org/10.1142/S0219649217500174>
- Arikunto, S. (2009). *Dasar-dasar evaluasi pendidikan*. Jakarta: Aneka Cipta.
- Asep Saepul Hamdi, E. B. (2015). *Metode Penelitian Kuantitatif Aplikasi dalam Pendidikan*. yogyakarta: Deepublish.
- Barringer, B. R., & Ireland, R. D. (2016). *Entrepreneurship*.
- Breedern, R. (2004). Most Owners Are Content with Having a Business. *Wall Street Journal*, hlm. B6.
- Budi Sutedjo Dharma Oetomo. (2001). *Perspektif e-Business: Tinjauan Teknis, Manajerial, dan Strategi*. Yogyakarta: Andi Yogyakarta.
- Bygrave, W. (2011). *Entrepreneurship*.
- Bygrave, W., & Zacharakis, A. (2011). *Entrepreneurship*. (L. Johnson, Ed.). United States: John Wiley & Sons Inc.
- Calantone, R. J. (2002). Learning orientation, firm innovation capability, and firm performance. *Industrial Marketing Management*, *31*(6), 515–524. [https://doi.org/10.1016/s0019-8501\(01\)00203-6](https://doi.org/10.1016/s0019-8501(01)00203-6)
- Cefis, E., & Marsili, O. (2006). Survivor: The role of innovation in firms' survival. *Research Policy*, *35*(5), 626–641. <https://doi.org/10.1016/j.respol.2006.02.006>
- Chaffey, D. (2007). *E-business and e-commerce Management – Strategy, Implementation and Practice*. England: Perason Education Limited.
- Chaffey, D. (2009). *E-Business and E-Commerce Management - Strategy, Implementation and Practice*. <https://doi.org/http://dx.doi.org/10.1016/B978-008044910-4.00148-6>
- Combe, C. (2006). *Introduction to E-business: Management and Strategy*. Elsevier Ltd (Vol. 67). <https://doi.org/10.1016/B978-0-7506-6731-9.50013-2>
- Cooper, R. G. (2000). Product innovation and technology strategy. *Research Technology Management*, *43*(1), 38–41.
- Damanpour, F., Walker, R. M., & Avellaneda, C. N. (2009). Combinative effects of innovation types and organizational Performance: A longitudinal study of service organizations. *Journal of Management Studies*, *46*(4), 650–675.

- <https://doi.org/10.1111/j.1467-6486.2008.00814.x>
- De Medeiros, J. F., Ribeiro, J. L. D., & Cortimiglia, M. N. (2014). Success factors for environmentally sustainable product innovation: A systematic literature review. *Journal of Cleaner Production*, 65, 76–86. <https://doi.org/10.1016/j.jclepro.2013.08.035>
- Deise, M. V. et al. (2000). *Executive's Guide to eBusiness – From Tactics to Strategy*. Canada: John Wiley.
- Dirgantari, P. D. (2016). Meningkatkan Ekuitas Merek Berbasis Pelanggan Perguruan Tinggi, 11, 22–31.
- Djiwandono, P. I. (2015). *Meneliti itu Tidak Sulit: Metodologi Penelitian Sosial dan Pendidikan Bahasa*. Yogyakarta: Deepublish.
- Drucker, P. F., & Noel, J. L. (1986). Innovation and entrepreneurship: Practices and principles. *Journal of Continuing Higher Education*, 34(1), 22–23. <https://doi.org/10.1080/07377366.1986.10401060>
- Elfring, T., & Hulsink, W. (2003). Networks in Entrepreneurship: The Case of High - Technology Firms. *Small Business Economics*, 21, 409. <https://doi.org/10.1023/A:1026180418357>
- Elia, G., Lerro, A., Passiante, G., & Schiuma, G. (2017). An Intellectual Capital perspective for Business Model Innovation in technology-intensive industries: empirical evidences from Italian spin-offs. *Knowledge Management Research & Practice*, 15(2), 155–168. <https://doi.org/10.1057/s41275-017-0052-z>
- Exposito, A., & Sanchis-Llopis, J. A. (2018). Innovation and Business Performance for Spanish SMEs: New Evidence from a Multi-dimensional Approach. *International Small Business Journal: Researching Entrepreneurship*, 36(8), 911–931. <https://doi.org/10.1177/0266242618782596>
- Fathnur Sani K. (2016). *Metodologi Penelitian Farmasi Komunitas dan Eksperimental*. Yogyakarta: Deepublish.
- Fattah, A. H. (2017). *Kepuasan Kerja dan Kinerja Pegawai*. Yogyakarta: Elmatara.
- Filiou, D. (2017). Industry Cognitive Distance in Alliances and Firm Innovation Performance. *R & D Management*, 1–16.
- Flavian, C. (2009). Web design: a key factor for the website success", *Journal of Systems and Information Technology*, , Vol. 11 Is.
- Ganotakis, P. (2012). Founders' human capital and the performance of UK new technology based firms. *Small Business Economics*, 39(2), 495–515. <https://doi.org/10.1007/s11187-010-9309-0>
- Goksoy, A. (2013). Gaining competitive advantage through innovation strategies : application. *American Journal of Business and Management*, 2(4), 304–321. <https://doi.org/10.11634/216796061302463>
- Hair, et al. (1998). *Multivariate Data Analysis (6th ed.)*. New Jersey: Pearson Education.
- Hanifah, S., Agus, R., & Dirgantari, P. D. (2018). Gambaran Brand Experience dan Brand Love iPhone pada Komunitas Fanspage Facebook iPhone Indonesia, 3(1), 1–10.
- Havinal, V. (2009). *Management and Entrepreneurship*. New Delhi: New Age International.
- Hecker, A., & Huber, F. (2017). The Future of the Management of Innovation : Trends and Challenges. *Handbook of the Management of Creativity and*

- Innovation: Theory and Practice*, (February).
- Hisrich, R. (2017). *Entrepreneurship*.
- Hisrich, R. D., & Peters., M. P. (2012). *Entrepreneurship*. Jakarta: Salemba Empat.
- Hooker, M. (2017). A Study on the Implementation of the Strengthening Innovation and Practice in Secondary Education Initiative for the preparation of Science , Technology , English and Mathematics (STEM) Teachers in Kenya to integrate Information and Communication Techno, (May).
- Hsiao, C. (2016). The effects of internal locus of control on entrepreneurship: the mediating mechanisms of social capital and human capital. *The International Journal of Human Resource Management*, 27(11), 1158–1172. <https://doi.org/10.1080/09585192.2015.1060511>
- Ie, M. (2013). Analisis Perilaku Konsumen dan Situs Web Terhadap Kepercayaan Dalam Electronic Business (E Business), 467–476.
- Jelassi, T., & Enders, A. (2004). *Strategies for E-Business*. England: Pearson Education Limited.
- Johnson, J. D. (1997). Testing Two Contrasting Structural Models of Innovativeness in a Contractual Network. *Human Communication Research*, 24(2), 320–348. <https://doi.org/10.1111/j.1468-2958.1997.tb00417.x>
- Jong, J. De, & Hartog, D. Den. (2003). *Leadership as a determinant of innovative behaviour: A conceptual framework*.
- Kalakota, R., & Robinson, M. (2001). *E-Business 2.0 : Roadmap for Success*. USA: Addison Wesley, Longman Inc.
- Krueger, N. F. (2000). Competing models of entrepreneurial intentions. *Journal of Business Venturing*, 15(5), 411–432. [https://doi.org/10.1016/S0883-9026\(98\)00033-0](https://doi.org/10.1016/S0883-9026(98)00033-0)
- Kuhlmann, S. (2003). Scenarios of technology and innovation policies in Europe: Investigating future governance. *Technological Forecasting and Social Change*, 70(7), 619–637. [https://doi.org/10.1016/S0040-1625\(03\)00027-1](https://doi.org/10.1016/S0040-1625(03)00027-1)
- Kuratko, D., O'Connor, A., & Frederick, H. (2016). *Entrepreneurship*. Australia: Leaming Australia Pty Llmlted.
- Lukas, B. A., & Ferrell, O. C. (2000). The Effect of Market Orientation on Product Innovation. *Journal of the Academy of Marketing Science*, 28(2), 239–247. <https://doi.org/10.1177/0092070300282005>
- Mohapatra, S. (2012). *E-Commerce Strategy: Text and Cases*. Springer Science & Business Media.
- Mulyana, M. (2001). Materi Tutorial Online, 57–63.
- Mulyani, S. (2017). *Metode Analisis dan Perancangan Sistem*. Bandung: Abdi Sistematika.
- Nuryanti, B. L., Utama, D. H., & Saputra, A. R. (2018). Pengaruh Electronic Commerce Terhadap Keberhasilan Usaha Di Kawasan Tekstil Cigondewah Kota Bandung ARTICLE INFO :, 18(2), 81–90.
- Parker, C. M. (2011). Small firm e-business adoption: a critical analysis of theory. <https://doi.org/10.1108/17410390910932812>
- Rangkuti, F. (2002). *Measuring Customer Satisfaction (Cetakan Ketiga)*. Jakarta: PT Gramedia Pustaka Utama.
- Razati, G., Hurriyati, R., Sulastri, S., & Putra, N. P. (2016). Entrepreneur Skills on Business Performance of Small and Medium Enterprise, 15, 795–797.
- Robbins, S. P. (2010). *Manajemen Edisi Kesepuluh*. Jakarta: Erlangga.
- Scarborough, N. (2016). *Essentials Of Entrepreeurship and Small Business*

- Management* (Eighth Edi). England: Pearson Education Limited.
- Scarborough, N., & Cornwall, J. (2016). *Essentials of Entrepreneurship and Small Business Management*. (Eight Edition, Ed.). England: Pearson Education Limited.
- Schiuma, G., & Lerro, A. (2008). Knowledge-based capital in building regional innovation capacity. *Journal of Knowledge Management*, 12(5), 121–136. <https://doi.org/10.1108/13673270810902984>
- Schumpeter, J. (1934). *The Theory Of Economic Development*.
- Sekaran, U. (2003). *Research Methods for Business: A Skill-Building Approach* (4th ed.). England: John Wiley & Sons, Inc. <https://doi.org/10.13140/RG.2.1.1419.3126>
- Shurety, S. (1999). *E-business with Net.Commerce*. Prentice Hall.
- Slaper, T. F. (2011). The Index of Innovation: A New Tool for Regional Analysis. *Economic Development Quarterly*, 25(1), 36–53. <https://doi.org/10.1177/0891242410387592>
- Slater, S. F., & Narver, J. C. (1998). Notes and Communications and Market-Oriented : Let â€™™ S Not Confuse the Two. *Strategic Management Journal*, 19(10), 1001–1006.
- Slavkin, H. C. (2017). The Impact of Research on the Future of Dental Education: How Research and Innovation Shape Dental Education and the Dental Profession, 81(9), 108–127. <https://doi.org/10.21815/JDE.017.041>
- Song, X. M., Parry, M. E., & Michael, X. (2014). The New Determinants of Product Japanese Successes. *Journal of Marketing Research*, 34(1), 64–76.
- Straub, D. W., Hoffman, D. L., & B. W. Weber, C. S. (2002). *Measuring e-commerce in Net-enabled organizations: An introduction to the special issue*. Systems Res.
- Stuetzer, M., Audretsch, D. B., Obschonka, M., Gosling, S. D., Rentfrow, P. J., Potter, J., ... Potter, J. (2017). Entrepreneurship culture , knowledge spillovers and the growth of regions, 3404. <https://doi.org/10.1080/00343404.2017.1294251>
- Sugiyono. (2005). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Sugiyono. (2011). *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Bandung: Alfabeta.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, R&D*. Bandung: Alfabeta.
- Suharsimi, A. (2010). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: PT.Rineka Cipta.
- Suharsimi, A. (2013). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Suryana. (2012). *Metodologi Penelitian*.
- Suyanto, M. (2003). *Strategi Periklanan pada e-Commerce Perusahaan Top Dunia, Andi, Yogyakarta*. Andi Yogyakarta.
- Terrence E. Brown. (2004). Innovation, Entrepreneurship and Culture. *Edward Elgar Publishing Limited Glensanda House Montpellier Parade Cheltenham Glos GL50 1UA UK*, 53(9), 266. <https://doi.org/10.1017/CBO9781107415324.004>
- Van Der Aa, W., & Elfring, T. (2002). Realizing innovation in services. *Scandinavian Journal of Management*, 18(2), 155–171. [https://doi.org/10.1016/S0956-5221\(00\)00040-3](https://doi.org/10.1016/S0956-5221(00)00040-3)
- Willard, G. E. (1993). Towards a Theory Of Entrepreneurship, 183–195.

- Yusuf, A. M. (2016). *Metode Penelitian Kuantitatif, Kualitatif & Penelitian Gabungan*. Jakarta: Jakarta.
- Zaefarian, G., Forkmann, S., Mitreğa, M., & Henneberg, S. C. (2017). A Capability Perspective on Relationship Ending and Its Impact on Product Innovation Success and Firm Performance. *Long Range Planning*, 50(2), 184–199. <https://doi.org/10.1016/j.lrp.2015.12.023>
- Zhu, K., K. L. K. (2002). *E-commerce metrics for Net-enhanced organizations: Assessing the value of e-commerce to firm performance in the manufacturing sector*. Systems Res.
- Zhu, K. (2005). Post-adoption variations in usage and value of e-business by organizations: Cross-country evidence from the retail industry. *Information Systems Research*, 16(1), 61–84. <https://doi.org/10.1287/isre.1050.0045>
- Zhu, K., Kraemer, K. L., & Xu, S. (2006). The Process of Innovation Assimilation by Firms in Different Countries: A Technology Diffusion Perspective on E-Business. *Management Science*, 52(10), 1557–1576. <https://doi.org/10.1287/mnsc.1050.0487>
- Zhu, K., S. Xu, K. L. K., & Dedrick, J. (2006). *Global convergence and local divergence in e-commerce: Cross-country analyses*. Cambridge, UK.: Cambridge University Press.
- Zimmerer, T. (2009). *Essentials of Entrepreneurship and Small Business Management*. (S. Rahayo, Ed.) (5th ed.). Jakarta: Salemba Empat.