

**MODEL PENINGKATAN DAYA SAING
UKM INDUSTRI KREATIF SEKTOR KERAJINAN
DI JAWA BARAT**

DISERTASI

Diajukan untuk memenuhi sebagian dari syarat
Memperoleh Gelar Doktor
Program Studi Ilmu Manajemen



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2019**

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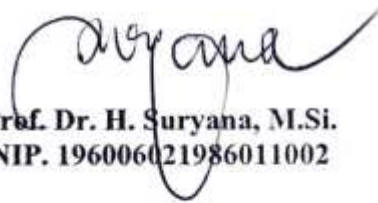
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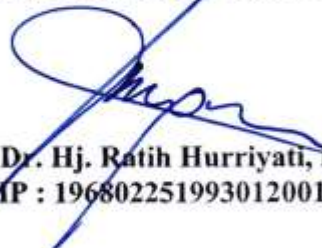
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ABSTRAK

Model Peningkatan Daya Saing UKM Industri Kreatif Sektor Kerajinan di Jawa Barat

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Tujuan penelitian ini adalah untuk memperoleh model peningkatan daya saing UKM industri kreatif sektor kerajinan di Jawa Barat. Metode penelitian menggunakan pendekatan deskriptif verifikatif. Teknik pengumpulan data menggunakan kuesioner. Jumlah sampel penelitian sebanyak 253 UKM sektor kerajinan di Jawa Barat, dengan teknik *purposive sampling*. Teknik analisis data menggunakan analisis deskriptif dan *Structure Equation Modeling* (SEM) dengan software *SmartPLS* versi 3.0. Hasil penelitian menunjukkan bahwa penguasaan teknologi, jaringan usaha, inovasi, dan daya saing UKM sektor kerajinan di Jawa Barat cenderung rendah. Hasil uji hipotesis menunjukkan penguasaan teknologi berpengaruh positif dan signifikan terhadap inovasi, jaringan usaha berpengaruh positif dan signifikan terhadap inovasi, penguasaan teknologi berpengaruh positif dan signifikan terhadap daya saing, jaringan usaha berpengaruh positif dan signifikan terhadap daya saing, inovasi berpengaruh positif dan signifikan terhadap daya saing, dan inovasi memediasi pengaruh penguasaan teknologi dan jaringan usaha terhadap daya saing. Untuk meningkatkan kemampuan inovasi dan dampaknya pada peningkatan daya saing, UKM perlu mempertimbangkan faktor penguasaan teknologi, dan jaringan usaha. Model yang dibangun berimplikasi pada peningkatan daya saing UKM. *Novelty* penelitian ini adalah ditemukan model peningkatan daya saing UKM industri kreatif sektor kerajinan di Jawa Barat.

**Kata Kunci : Daya Saing, Penguasaan Teknologi, Jaringan Usaha, Inovasi,
UKM Sektor Kerajinan.**

ABSTRACT

Model of Increasing Competitiveness of Creative Industry SMEs Craft Sector in West Java

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The purpose of this research is to obtain a model of increasing the competitiveness of creative industry SMEs craft sector in West Java. The research method uses a descriptive verification approach. The technique of collecting data using a questionnaire. The number of research samples is 253 SMEs in the handicraft sector in West Java, with purposive sampling techniques. The data analysis technique uses descriptive analysis and Structure Equation Modeling (SEM) with version 3.0 SmartPLS software. The results showed that technology capabilities, business networks, innovation, and competitiveness of SMEs in the handicraft sector in West Java tended to below. Hypothesis test results show that technology capabilities has a positive and significant effect on innovation, business networks have a positive and significant effect on innovation, technology capabilities has a positive and significant effect on competitiveness, business networks have a positive and significant effect on competitiveness, innovation has a positive and significant effect on competitiveness, and innovation mediates the influence of technology capabilities and business networks on competitiveness. To improve innovation capabilities and their impact on increasing competitiveness, SMEs need to consider the technology capabilities, and business networks. The model built has implications for increasing the competitiveness of SMEs. Novelty of this research is found a model of increasing the competitiveness of the craft industry creative SMEs in West Java.

Keywords: Competitiveness, Technology Capabilities, Business Network, Innovation, SMEs Craft Sector.

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