

**MODEL PENINGKATAN KINERJA BISNIS DENGAN KEMAMPUAN KREATIF DAN
STRATEGI INOVASI MELALUI INOVASI PRODUK DAN PENCIPTAAN PELUANG
PADA USAHA MIKRO KECIL MENENGAH INDUSTRI KERAJINAN KHAS DI
JAWA BARAT**

DISERTASI

**Diajukan Untuk Memenuhi Sebagian dari Syarat
Memperoleh Gelar Doktor
Program Studi Doktor Ilmu Manajemen**



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SEKOLAH PASCASARJANA
UNIVERSITAS PENDIDIKAN INDONESIA**

2019

***BUSINESS PERFORMANCE IMPROVEMENT MODEL
WITH CREATIVE CAPABILITY AND INNOVATION
STRATEGY THROUGH PRODUCT INNOVATION AND
CREATION OF OPPORTUNITIES IN SMALL-MEDIUM
SMALL BUSINESS INDUSTRIES IN THE SPECIAL
CRAFTS INDUSTRY IN WEST JAVA***

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Desember 2019


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**MODEL PENINGKATAN KINERJA DENGAN KEMAMPUAN KREATIF DAN
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ABSTRAK

MODEL PENINGKATAN KINERJA BISNIS DENGAN KEMAMPUAN KREATIF DAN STRATEGI INOVASI MELALUI INOVASI PRODUK DAN PENCIPTAAN PELUANG PADA USAHA MIKRO KECIL MENENGAH INDUSTRI KERAJINAN KHAS DI JAWA BARAT

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Penelitian ini menganalisis kinerja bisnis UMKM industri kerajinan. Tujuan mengetahui, menganalisis pengaruh kemampuan kreatif, strategi inovasi, inovasi produk dan penciptaan peluang terhadap kinerja bisnis, menggunakan metode survey pendekatan kuantitatif. Unit analisis UMKM industri kerajinan unggulan khas Jawa Barat dan unit observasi adalah pengusaha, dengan populasi 279, sampel 162 pengusaha. Data hasil survey melalui kuesioner. Data diolah dengan analisis statistika deskriptif, SEM-PLS, dan *Performance-Important Analysis*. Hasil uji hipotesis kemampuan kreatif, strategi inovasi, inovasi produk, penciptaan peluang berpengaruh positif signifikan terhadap kinerja bisnis. Diharapkan penelitian ini dapat meningkatkan kinerja bisnis UMKM industri kerajinan unggulan khas Jawa Barat.

Kata kunci: kemampuan kreatif, strategi inovasi, inovasi produk, penciptaan peluang, kinerja bisnis, industri kerajinan

ABSTRACT

BUSINESS PERFORMANCE IMPROVEMENT MODEL WITH CREATIVE CAPABILITY AND INNOVATION STRATEGY THROUGH PRODUCT INNOVATION AND CREATION OF OPPORTUNITIES IN SMALL-MEDIUM SMALL BUSINESS INDUSTRIES IN THE SPECIAL CRAFTS INDUSTRY IN WEST JAVA

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Prof. Dr. H. Suryana, M.Si., Prof. Dr. H. Disman, M.S.; Dr. H. Hari Mulyadi, M.Si.

This study analyzes the business performance of SMEs featured craft industry of West Java. The purpose of knowing, analyzing the influence of creative ability, innovation strategies, product innovation and the creation of opportunities on business performance, using a quantitative approach survey method. The unit of analysis for SMEs in the superior handicraft industry in West Java and the observation unit are entrepreneurs, with a population of 279, a sample of 162 entrepreneurs. Survey data through questionnaires. Data is processed by descriptive statistical analysis, SEM-PLS, and Performance-Important Analysis. Hypothesis test results of creative abilities, innovation strategies, product innovation, opportunity creation have a significant positive effect on business performance. It is hoped that this research can improve the business performance of superior craft industry SMEs typical of West Java.

Keywords : creative ability, innovation strategy, product innovation, opportunity creation, business strategy, craft industry

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