

**KOMPETENSI KEWIRAUSAHAAN, LINGKUNGAN BISNIS  
EKSTERNAL DAN INTERNAL TERHADAP KEBERHASILAN USAHA  
MIKRO KECIL MENENGAH MELALUI INOVASI**

**DISERTASI**

diajukan untuk memenuhi sebagian syarat Memperoleh Gelar  
Doktor Ilmu Manajemen



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**PROGRAM STUDI  
DOKTOR ILMU MANAJEMEN  
SEKOLAH PASCASARJANA  
UNIVERSITAS PENDIDIKAN INDONESIA  
2019**

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**Sebuah Disertasi yang diajukan untuk memenuhi salah satu syarat  
memperoleh Gelar Doktor Ilmu Manajemen (Dr)  
pada Program Studi Ilmu Manajemen**

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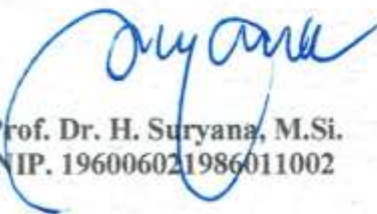
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**KOMPETENSI KEWIRAUSAHAAN, LINGKUNGAN BISNIS EKSTERNAL DAN  
INTERNAL TERHADAP KEBERHASILAN USAHA MIKRO, KECIL DAN  
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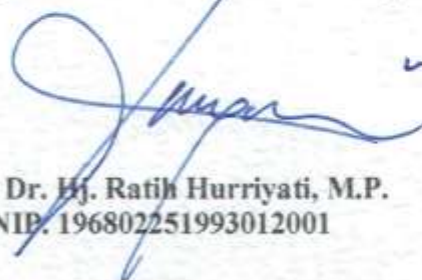
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## **ABSTRAK**

### **KOMPETENSI KEWIRAUSAHAAN, LINGKUNGAN BISNIS EKSTERNAL DAN INTERNAL TERHADAP KEBERHASILAN USAHA KECIL MENENGAH MELALUI INOVASI (Studi pada Sektor Industri Barang Kulit dan Alas Kaki di Kabupaten Bogor Provinsi Jawa Barat)**

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Penelitian ini menganalisis keberhasilan usaha UMKM pada Sektor Industri Barang Kulit dan Alas Kaki di Kabupaten Bogor Provinsi Jawa Barat, yang dipengaruhi oleh kompetensi kewirausahaan, lingkungan bisnis eksternal, dan lingkungan bisnis internal melalui inovasi. Tujuan penelitian ini adalah mengukur pengaruh kompetensi kewirausahaan, lingkungan bisnis eksternal, dan lingkungan bisnis secara langsung dan melalui inovasi terhadap keberhasilan usaha. Penelitian ini dilakukan dengan menggunakan metode survey dengan pendekatan kuantitatif. Unit analisis penelitian ini adalah UMKM Barang Kulit dan Alas Kaki di Kabupaten Bogor Provinsi Jawa Barat, dengan para pengusaha sebagai unit observasi, yaitu populasi sebanyak 2953 pengusaha dan sampel sebanyak 340 pengusaha. Data diperoleh dari hasil survey melalui kuesioner yang disebar kepada pengusaha. Data diolah menggunakan analisis statistika deskriptif dan analisis SEM. Hasil penelitian menunjukkan bahwa kompetensi kewirausahaan cenderung tinggi, walaupun belum optimal, sedangkan lingkungan bisnis eksternal, lingkungan bisnis internal, inovasi, dan keberhasilan usaha cenderung kurang. Pengujian hipotesis membuktikan bahwa kompetensi kewirausahaan, lingkungan bisnis eksternal, dan lingkungan bisnis internal berpengaruh positif terhadap inovasi. Pengujian hipotesis juga membuktikan bahwa kompetensi kewirausahaan, lingkungan bisnis eksternal, lingkungan bisnis internal, dan inovasi berpengaruh positif terhadap keberhasilan usaha secara langsung maupun tidak langsung. Pada model ini, inovasi dapat berfungsi sebagai variabel intervening bagi kompetensi kewirausahaan, lingkungan bisnis eksternal, dan lingkungan bisnis internal terhadap keberhasilan usaha. Temuan penelitian menunjukkan beberapa kelemahan dari setiap dimensi pada setiap variabel yang perlu ditingkatkan.

**Kata kunci: kompetensi kewirausahaan, lingkungan bisnis eksternal, dan lingkungan bisnis internal, inovasi, keberhasilan usaha, UMKM barang kulit dan alas kaki**

## **ABSTRACT**

***ENTREPRENEURIAL COMPETENCE, EXTERNAL AND INTERNAL ENVIRONMENTS ON BUSINESS SUCCESS OF SMALL AND MEDIUM ENTERPRISES THROUGH INNOVATION  
(Study at Industrial Sector of Leather and Footwear in Bogor Regency West Java Province)***

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*This study analyzes the business success of Micro-Small-Medium Enterprises (MSMEs) at Industrial Sector of Leather and Footwear in Bogor Regency West Java Province, which is influenced by entrepreneurial competence, external environment, and internal environment through innovation. The purpose of this research is to know and analyze the influence of competence, external environment, internal environment, and innovation on business success, directly and indirectly. This research was conducted using a survey method with a quantitative approach. The unit of analysis of this study is the Leather and Footwear enterprises, with entrepreneurs as a unit of observation, namely a population of 2.953 entrepreneurs and a sample of 340 entrepreneurs. Data were obtained from survey results through questionnaires distributed to employers. Data were processed using descriptive statistical analysis and SEM analysis. The results showed that entrepreneurial competence is tended to be higher while external business environment, internal business environment, innovation, and business success are tended to be lower. Hypothesis testing proved that entrepreneurial competence, external environment, and internal environment through innovation have a positive effect on business success, and that entrepreneurial competence, external environment, internal environment, and innovation positive and significant effect on business success, directly and indirectly. Innovation can be as intervening variable for entrepreneurial competence, external environment, and internal environment to influence the business success. It is found several weaknesses of each dimension of every variable that have to be improved.*

***Keywords: business success, entrepreneurial competence, external business environment, internal business environment, innovation, leather and footwear industries***

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