

DAFTAR ISI

ABSTRAK.....	Error! Bookmark not defined.
<i>ABSTRACT</i>	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
UCAPAN TERIMA KASIH.....	Error! Bookmark not defined.
DAFTAR ISI.....	1
DAFTAR TABEL.....	Error! Bookmark not defined.
DAFTAR GAMBAR	Error! Bookmark not defined.
DAFTAR LAMPIRAN.....	Error! Bookmark not defined.
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 Manfaat Penelitian	Error! Bookmark not defined.
BAB II	
KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS	Error!
Bookmark not defined.	
2.1 Konsep Kewirausahaan.....	Error! Bookmark not defined.
2.1.1 Karakteristik Wirausaha	Error! Bookmark not defined.
2.1.2 Strategi Kewirausahaan	Error! Bookmark not defined.
2.2 Analisis SWOT	Error! Bookmark not defined.
2.2.1 Analisis Lingkungan Eksternal.....	Error! Bookmark not defined.
2.2.2 Analisis Lingkungan Internal	Error! Bookmark not defined.
2.2.3 Matriks IE.....	Error! Bookmark not defined.
2.3 <i>Business Model Canvas</i>	Error! Bookmark not defined.
2.4 Daya Saing.....	Error! Bookmark not defined.
2.4.1 Indikator Daya Saing	Error! Bookmark not defined.

SEKAR DILA PRATIWI, 2018

ANALISIS *BUSINESS MODEL CANVAS* UNTUK MENINGKATKAN DAYA SAING

(Kasus Pada Pengusaha Boneka Di Kota Bandung

Universitas Pendidikan Indonesia | repository.upi.edu |

perpustakaan.upi.edu

2.5 Penelitian Terdahulu	Error! Bookmark not defined.
2.6 Kerangka Pemikiran	Error! Bookmark not defined.
2.7 Hipotesis	Error! Bookmark not defined.

BAB III

METODE PENELITIAN.....	Error! Bookmark not defined.
3.1 Objek Penelitian.....	Error! Bookmark not defined.
3.2 Metode Penelitian	Error! Bookmark not defined.
3.3 Desain penelitian.....	Error! Bookmark not defined.
3.3.1 Jenis Penelitian	Error! Bookmark not defined.
3.3.2 Populasi dan Sampel.....	Error! Bookmark not defined.
3.3.2.1 Populasi.....	Error! Bookmark not defined.
3.3.2.2 Sampel.....	Error! Bookmark not defined.
3.4 Operasionalisasi Variabel	Error! Bookmark not defined.
3.5 Jenis dan Sumber Data.....	Error! Bookmark not defined.
3.6 Teknik Pengumpulan Data.....	Error! Bookmark not defined.
3.7 Uji Instrumen Penelitian	Error! Bookmark not defined.
3.7.1 Uji Validitas.....	Error! Bookmark not defined.
3.7.2 Uji Reliabilitas.....	Error! Bookmark not defined.
3.8 Teknik Pengolahan dan Analisis Data	Error! Bookmark not defined.
3.8.1 Teknik Pengolahan Data.....	Error! Bookmark not defined.
3.8.2 Teknik Analisis Data	Error! Bookmark not defined.
3.8.3 Partial Least Square (PLS)	Error! Bookmark not defined.
3.9 Model Pengukuran.....	Error! Bookmark not defined.
3.9.1 Model persamaan struktural	Error! Bookmark not defined.
3.10 Perumusan Strategi	Error! Bookmark not defined.
3.10.1 Matrik IFAS dan EFAS	Error! Bookmark not defined.
3.10.2 Matriks IE.....	Error! Bookmark not defined.
3.10.3 Matriks SWOT	Error! Bookmark not defined.
3.10.4 Model Bisnis Kanvas.....	Error! Bookmark not defined.

BAB IV

SEKAR DILA PRATIWI, 2018
ANALISIS *BUSINESS MODEL CANVAS* UNTUK
MENINGKATKAN DAYA SAING
(Kasus Pada Pengusaha Boneka Di Kota Bandung
Universitas Pendidikan Indonesia | repository.upi.edu |
perpustakaan.upi.edu

HASIL PENELITIAN DAN PEMBAHASAN	Error! Bookmark not defined.
4.1 Deskripsi Penelitian	Error! Bookmark not defined.
4.1.1 Profil Responden	Error! Bookmark not defined.
4.1.2 Deskripsi Variabel Penelitian	Error! Bookmark not defined.
4.1.3.1 Deskripsi Variabel <i>Business Model Canvas</i> (X)	Error! Bookmark not defined.
4.1.3.2 Deskripsi Variabel Daya Saing (Y)	Error! Bookmark not defined.
4.1.3 Analisa Data	Error! Bookmark not defined.
4.1.3.1 Evaluasi Measurement Model atau Outer Model.....	Error! Bookmark not defined.
4.1.3.2 Evaluasi Structural Model atau Inner Model	Error! Bookmark not defined.
4.1.3.3 Pengujian Hipotesis	Error! Bookmark not defined.
4.2 Pembahasan	Error! Bookmark not defined.
4.2.1 Gambaran <i>Business Model Canvas</i>	Error! Bookmark not defined.
4.4.2 Gambaran Daya Saing	Error! Bookmark not defined.
BAB V	
KESIMPULAN DAN SARAN.....	Error! Bookmark not defined.
5.1 Kesimpulan	Error! Bookmark not defined.
5.2 Saran	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.
LAMPIRAN.....	Error! Bookmark not defined.