

**PROGRAM PEMASARAN KEWIRAUSAHAAN DAN IMPLEMENTASI  
KERELASIAN STRATEGIK DALAM MENINGKATKAN KINERJA  
PADA INDUSTRI KERAJINAN TANGAN EKSPORTIR**

**DISERTASI**

**Diajukan untuk Memenuhi Sebagian Syarat  
untuk Memperoleh Gelar Doktor Ilmu Manajemen**



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BANDUNG  
2020**

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**PROGRAM PEMASARAN KEWIRAUSAHAAN DAN  
IMPLEMENTASI KERELASIAN STRATEJIK DALAM  
MENINGKATKAN KINERJA PADA INDUSTRI  
KERAJINAN TANGAN EKSPORTIR**

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Agustus 2020

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**ABSTRAK**

## ABSTRAK

Fansuri Munawar, NIM: 1402930 PROGRAM PEMASARAN KEWIRAUSAHAAN DAN IMPLEMENTASI KERELASIAN STRATEJIK DALAM MENINGKATKAN KINERJA PADA INDUSTRI KERAJINAN TANGAN EKSPORTIR

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Penelitian disertasi ini dikembangkan untuk membuat model peningkatan kinerja pada industri kerajinan tangan eksportir. Tujuan penelitian ini untuk mengetahui karakteristik unit industri kerajinan tangan eksportir, menguji dan menganalisis faktor-faktor yang diasumsikan dapat meningkatkan kinerjanya dikarenakan penelitian pada industri kerajinan tangan eksportir masih sedikit dilakukan. Metode penelitian ini menggunakan pendekatan kuantitatif serta jenis penelitian menggunakan metode dekskriptif dan verifikatif. Objek penelitian meliputi orientasi pasar, komitmen manajemen, program pemasaran kewirausahaan, implementasi kerelasian stratejik dan kinerja. Pengambilan sampel dilakukan pada 60 unit industri kerajinan tangan eksportir di Jawa Barat yang tersebar di daerah Cirebon, Tasikmalaya, Purwakarta, Bandung dan Sukabumi. Teknik pengambilan sampel dilakukan dengan *purposive sampling* dengan kriteria kepemilikan badan usaha dan pengalaman ekspor. Analisis data dalam penelitian ini menggunakan statistik deskriptif dan model persamaan struktural berbasis *partial least squares*. Hasil analisis deskriptif menunjukkan bahwa program pemasaran kewirausahaan, implementasi kerelasian stratejik dan kinerja rata-rata berada dalam kategori sedang, kecuali pada orientasi pasar berada dalam kategori tinggi. Berdasarkan hasil empiris diperoleh bahwa orientasi pasar dan komitmen manajemen mampu mendorong upaya program pemasaran kewirausahaan, kemudian kegiatan program pemasaran kewirausahaan yang dilakukan pengusaha bersama dengan peningkatan orientasi pasar dan komitmen manajemen dapat merangsang pengembangan implementasi kerelasian stratejik antar mitra. Selanjutnya peran orientasi pasar, program pemasaran kewirausahaan dan implementasi kerelasian stratejik dalam model ini dapat membantu peningkatan kinerja pada industri kerajinan tangan eksportir di Jawa Barat. Namun demikian, peran komitmen manajemen tidak memiliki pengaruh yang signifikan terhadap kinerja. Hasil dari penelitian ini diperoleh *novelty* yang dapat berkontribusi baik terhadap model, teori, ataupun implikasi terhadap pelaku usaha.

**Kata Kunci :** Orientasi Pasar, Komitmen Manajemen, Program Pemasaran Kewirausahaan, Implementasi Kerelasian Stratejik, Kinerja, Industri Kerajinan Tangan Eksportir

## **ABSTRACT**

*Fansuri Munawar, NIM: 1402930 ENTREPRENEURIAL MARKETING PROGRAM AND STRATEGIC RELATIONSHIP IMPLEMENTATION ON IMPROVING PERFORMANCE IN THE HANDICRAFT EXPORTER INDUSTRY*

*Promotor: Prof. Dr. H. Agus Rahayu, M.P, Copromotor: Prof. Disman, M.S, Member of Promotor: Dr. Lili Adi Wibowo, S, Sos., M.M*

*This dissertation research was developed to create a model of performance improvement in the exporter handicraft industry. The purpose of this study was to determine the characteristics of the exporter handicraft industry units, test and analyze the factors that are assumed to improve its performance because research on the exporter handicraft industry is still less done. This research method uses a quantitative approach and the type of research uses descriptive and verification methods. Research objects include market orientation, management commitment, entrepreneurial marketing program, strategic relationship implementation, and performance. Sampling was carried out at 60 units of the exporter handicraft industry in West Java which are spread in the areas of Cirebon, Tasikmalaya, Purwakarta, Bandung, and Sukabumi. The sampling technique is done by purposive sampling with criteria for ownership of business entities and export experience. Data analysis in this study uses descriptive statistics and structural equation modeling based on partial least squares. The results of the descriptive analysis showed that the entrepreneurial marketing program, strategic relationship implementation, and performance were in the medium category, except in the market orientation which was in the high category. Based on empirical results, it is found that market orientation and management commitment can drive the efforts of an entrepreneurial marketing program, then entrepreneurial marketing program activities undertaken by entrepreneurs together with increasing market orientation and management commitment can stimulate the development of strategic relationship implementation between partners. Furthermore, the role of market orientation, entrepreneurial marketing programs, and strategic relationship implementations in this model can improve performance in the exporter handicraft industry in West Java. However, the role of management commitment does not have a significant effect on performance. The results of this study obtained novelty that can contribute both to models, theories, or implications for business actors.*

**Keywords:** *Market Orientation, Management Commitment, Entrepreneurial Marketing Program, Strategic Relationship Implementation, Performance, Handicraft Exporter Industry*

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