

**MODEL PENINGKATAN KEBERHASILAN BISNIS MELALUI KOMPETENSI
KEWIRAUSAHAAN DAN LINGKUNGAN BISNIS YANG DIMEDIASI OLEH
DAYA SAING PADA INDUSTRI PAKAIAN JADI DI JAWA BARAT**

DISERTASI

**Diajukan Untuk Memenuhi Sebagian dari Syarat
Memperoleh Gelar Doktor Ilmu Manajemen Konsentrasi Kewirausahaan**



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**PROGRAM STUDI MANAJEMEN
SEKOLAH PASCASARJANA
UNIVERSITAS PENDIDIKAN INDONESIA
2021**

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*MODEL PENINGKATAN KEBERHASILAN BISNIS MELALUI KOMPETENSI KEWIRAUSAHAAN DAN
LINGKUNGAN BISNIS YANG DIMEDIASI OLEH DAYA SAING PADA INDUSTRI PAKAIAN JADI DI JAWA
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Improving Business Success Model Through Entrepreneurship Competency And Business Environment Mediated By Competitiveness In Apparel Industry In West Java Province

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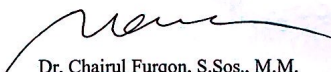
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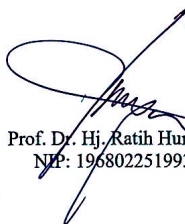
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OKKY RIZKIA YUSTIAN (NIM. 1707367)

Di bawah bimbingan Prof. Dr. H. Suryana, M.Si., Dr. Chairul Furqon, S.Sos., M.M., dan Dr. Heny Hendrayati, S.IP, M.M.

ABSTRAK

Fashion merupakan salah satu subsektor industri kreatif yang ada di Indonesia yang merupakan salah satu primadona di sektor industri kreatif, namun terjadi penurunan jumlah unit usaha pakaian jadi yang ada di Indonesia pada 2015-2019. Pada tahun 2020 dengan adanya pandemi *Covid-19* ketidakpastian lingkungan bisnis semakin tinggi, yang membuat bisnis mengalami kerugian termasuk pada sektor bisnis industri pakaian jadi. Fenomena penurunan dalam perkembangan jumlah unit usaha industri pakaian jadi, penurunan laju pertumbuhan pada industri tekstil dan pakaian jadi, dan penurunan jumlah ekspor pakaian jadi menunjukkan bahwa sektor ini belum optimal dalam meningkatkan keberhasilan bisnisnya. Penelitian ini mengkaji model peningkatan keberhasilan bisnis melalui kompetensi kewirausahaan dan lingkungan bisnis yang dimediasi oleh daya saing pada industri pakaian jadi di Jawa Barat. Dengan demikian, tujuan dari penelitian ini adalah menganalisis pengaruh kompetensi kewirausahaan dan lingkungan bisnis terhadap keberhasilan bisnis yang dimediasi oleh daya saing.

Pendekatan dalam penelitian ini adalah deskriptif-kuantitatif, sedangkan jenis penelitian yang dilakukan dalam penelitian ini adalah penelitian survei yang bersifat deskriptif-verifikatif. Unit analisis pada penelitian ini adalah bisnis pakaian jadi (yang secara khusus memproduksi dan menjual pakaian jadi) di Provinsi Jawa Barat, sebanyak 744 unit. Unit observasi (responden) pada penelitian ini adalah para pelaku bisnis pada industri pakaian jadi. Teknik sampling yang digunakan adalah *proportional random sampling* sehingga didapatkan representasi sampel minimal yang diperlukan untuk analisis ini sebanyak 254 responden. Data diolah menggunakan analisis deskriptif dan analisis verifikatif. Analisis deskriptif yang digunakan adalah persentase nilai capaian dari setiap indikator, dimensi, dan variabel, yang nilainya dapat dikelompokkan pada kategori tertentu (rendah bila < 50% atau tinggi bila >50%). Untuk analisis verifikatif digunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM).

Hasil penelitian menunjukkan bahwa rendahnya capaian keberhasilan bisnis pada industri pakaian jadi di Jawa Barat merupakan konsekuensi dari rendahnya daya saing, yang juga disebabkan oleh masih rendahnya kompetensi kewirausahaan dan lingkungan bisnis yang kurang kondusif apalagi ditambah dengan kondisi pandemic *Covid-19*. Kompetensi kewirausahaan dapat terus dipertahankan dan ditingkatkan agar dampaknya terhadap daya saing dan keberhasilan bisnis dapat lebih besar lagi. Demikian pula, lingkungan bisnis harus dapat diantisipasi agar dampaknya terhadap daya saing dapat lebih baik lagi yang nantinya akan meningkatkan keberhasilan bisnis terlebih dengan kondisi pasca pandemi *Covid-19*. Dengan kata lain, entrepreneur perlu cepat tanggap mempertahankan kekuatan dan mengurangi kelemahan dari lingkungan internal, serta dapat menanggapi peluang dan mengantisipasi ancaman dari lingkungan eksternal. Ditemukan juga bahwa pengaruh kompetensi kewirausahaan terhadap daya saing lebih besar dibandingkan dengan pengaruh lingkungan bisnis terhadap daya saing dan pengaruh kompetensi kewirausahaan terhadap keberhasilan bisnis lebih besar dibandingkan dengan pengaruh lingkungan bisnis terhadap keberhasilan bisnis. Hal ini menunjukkan bahwa usaha pakaian jadi di Jawa Barat perlu memperkuat kompetensi kewirausahaan sambil melakukan analisis lingkungan bisnis.

Kata kunci: daya saing, industri pakaian jadi, keberhasilan bisnis, kompetensi kewirausahaan, lingkungan bisnis

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**IMPROVING BUSINESS SUCCESS MODEL THROUGH
ENTREPRENEURSHIP COMPETENCY AND BUSINESS ENVIRONMENT
MEDIATED BY COMPETITIVENESS IN APPAREL INDUSTRY IN WEST
JAVA PROVINCE**

ABSTRACT

OKKY RIZKIA YUSTIAN (NIM. 1707367)

*Under guidanace of Prof. Dr. H. Suryana, M.Si., Dr. Chairul Furqon, S.Sos.,
M.M., dan Dr. Heny Hendrayati, S.IP, M.M.*

Fashion is one of the sub-sectors of the creative industry in Indonesia which is one of the prima donna in the creative industry, but there has been a decline in the number of apparel business units in Indonesia in 2015-2019. In 2020, with the Covid-19 pandemic, the uncertainty of the business environment is getting higher which makes business people suffer losses, including in the apparel industry business sector. The phenomenon of a decline in the development of the number of apparel industry business units, a decline in the growth rate of the textile and apparel industry, and a decrease in the number of exports of apparel indicate that this sector is not yet optimal. in enhancing his business success. This study examines a model of increasing business success through entrepreneurial competence and a business environment mediated by competitiveness in the apparel industry in West Java. Therefore, this study aims to analyze the effect of entrepreneurial competence and business environment on business success mediated by competitiveness.

The approach in this research is descriptive quantitative, while the type of research conducted in this research is descriptive verification survey. The unit of analysis in this research is the apparel business (which specializes in producing and selling apparel) in West Java Province, amounting to 744 units. The sampling technique used was proportional random sampling so that the minimum sample size required for this analysis was 254 respondents. Data processing using descriptive analysis and verification analysis. Descriptive analysis used is the percentage of achievement of the value of each indicator, dimension, and variable whose value can be grouped into certain categories (low if <50% or high if > 50%). Partial Least Squares Structural Equation Modeling (PLS-SEM) was used for verification analysis.

The results show that the low achievement of business success in the apparel industry in West Java is a consequence of low competitiveness which is also caused by low entrepreneurial competence and a less conducive business environment, especially coupled with the Covid-19 pandemic conditions. Entrepreneurial competence can be maintained and improved so that the impact on competitiveness and business success can be even greater. Likewise, the business environment must be anticipated so that its impact on competitiveness will improve which will increase business success, especially with the post-Covid-19 pandemic conditions. It was also found that the influence of entrepreneurial competence on competitiveness was greater than the effect of the business environment on competitiveness and that the influence of entrepreneurial competence on business success was greater than the influence of the business environment on business success. This shows that the apparel business in West Java needs strengthening entrepreneurial competence as well as analyzing the business environment.

Keywords: competitiveness, apparel industry, business success, entrepreneurial competence, business environment

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KATA PENGANTAR

Segala puji syukur dipanjatkan kehadirat Allah Swt, atas limpahan rahmat dan hidayahNya, sholawat serta salam terlimpahkan kepada junjungan nabi besar kita Muhammad Saw beserta keluarga dan sahabatnya, Alhamdulillah wasyukurilah penulis dapat menyelesaikan disertasi ini. Disertasi ini merupakan salah satu persyaratan yang harus dipenuhi untuk Diajukan Untuk Memenuhi Ujian Tahap 1 dan Tahap II. Disertasi yang berjudul **“Model Peningkatan Keberhasilan Bisnis Melalui Kompetensi Kewirausahaan dan Lingkungan Bisnis yang Dimediasi Oleh Daya Saing Pada Industri Pakaian Jadi Di Jawa Barat“**. Disertasi ini disusun menjadi lima bab yaitu (1) Pendahuluan, (2) Kajian Pustaka, Kerangka Pemikiran dan Hipotesis (3) Metodologi Penelitian (4) Hasil Penelitian dan Pembahasan (5) simpulan, implikasi, dan Rekomendasi.

Penulis berharap disertasi ini dapat memberikan manfaat bagi khasanah Ilmu Pengetahuan, dan dunia bisnis pada umumnya, serta pada pengembangan ilmu manajemen kewirausahaan pada khususnya. Penulis menyadari bahwa disertasi ini masih jauh dari sempurna, oleh karena itu saran-saran untuk perbaikan disertasi ini sangat penulis hargai.

Akhirnya, penulis mengucapkan terima kasih kepada segenap pihak yang telah membantu dalam penyusunan disertasi ini.

Bandung, Januari 2021



Okky Rizkia Yustian/NIM 1707367

UCAPAN TERIMA KASIH

Segala puji syukur penulis panjatkan kehadirat Allah Swt, atas limpahan rahmat dan hidayahNya dapat diselesaikan disertasi ini sebagai bagian untuk Diajukan Untuk Memenuhi Ujian Tahap 1 dan Ujian Tahap 2 Disertasi yang berjudul **“Model Peningkatan Keberhasilan Bisnis Melalui Kompetensi Kewirausahaan dan Lingkungan Bisnis yang Dimediasi Oleh Daya Saing Pada Industri Pakaian Jadi Di Jawa Barat“**. Ketekunan dan kesiapan mental merupakan tuntutan dan tantangan tersendiri dalam menyelesaikan tugas proposal ini, namun berkat rahmatNya dan dukungan dari berbagai pihak, sehingga penulis dapat menyelesaikan disertasi ini.

Dalam kesempatan ini, penulis haturkan ucapan terima kasih kepada yang terhormat: :

1. Bapak Prof. Dr. H.M. Solehuddin, M.Pd., selaku Rektor Universitas Pendidikan Indonesia,
2. Bapak Prof. Dr. Syihabuddin, M.Pd., selaku Direktur Sekolah Pascasarjana Universitas Pendidikan Indonesia.
3. Ibu Prof. Dr. Hj. Ratih Huriyati, M.Si. selaku Ketua Program Studi Doktor Ilmu Manajemen Sekolah Pascasarjana Universitas Pendidikan Indonesia, sehingga penulis dapat menyelesaikan studi program doktor ini dengan baik.
4. Bapak Prof. Dr. H. Suryana, M.Si. selaku Promotor yang telah memberikan bimbingan dengan tulus mulai dari awal pendampingan akademik persiapan disertasi, penulisan proposal sampai dengan akhir penyelesaian disertasi ini. Saran-saran dan masukan-masukan yang membangun dan dorongan terus menerus disertai dukungan yang sangat berharga telah memotivasi penulis untuk menyelesaikan disertasi ini. Kepada beliau, secara tulus dan penuh hormat penulis sampaikan ucapan terima kasih dan penghargaan yang sebesar-besarnya semoga mendapatkan pahala dari Allah Swt.

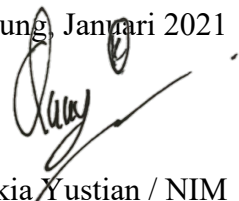
5. Bapak Dr. Chairul Furqon, S.Sos., M.M. selaku Kopromotor dan Dosen Pembimbing yang telah memberikan pengarahan serta memberi masukan bagi penulis sehingga isi disertasi ini menjadi lebih baik. Kepada beliau, secara tulus dan penuh hormat penulis sampaikan ucapan terima kasih dan penghargaan yang sebesar-besarnya semoga mendapatkan pahala dari Allah Swt.
6. Ibu Dr. Heny Hendrayati, S.Ip., M.M. selaku Kopromotor dan Dosen Pembimbing yang telah memberikan saran-saran dan masukan-masukan yang membangun dan dorongan terus menerus disertai dukungan yang sangat berharga telah memotivasi penulis untuk menyelesaikan disertasi ini. Kepada beliau, secara tulus dan penuh hormat penulis sampaikan ucapan terima kasih dan penghargaan yang sebesar-besarnya semoga mendapatkan pahala dari Allah Swt.
7. Bapak Prof. Dr. H. Hari Mulyadi, M.Si. selaku Pembimbing Akademik yang telah memberikan bimbingan dengan tulus mulai dari awal pendampingan akademik persiapan proposal disertasi, pembuatan model penelitian sampai dengan akhir penyelesaian proposal disertasi ini. Saran-saran dan masukan-masukan yang membangun dan dorongan terus menerus disertai dukungan yang sangat berharga telah memotivasi penulis untuk menyelesaikan disertasi ini. Kepada beliau, secara tulus dan penuh hormat penulis sampaikan ucapan terima kasih dan penghargaan yang sebesar-besarnya semoga mendapatkan pahala dari Allah Swt.
8. Bapak Prof. Aldrin Herwany, S.E., M.M., Ph.D. selaku penguji eksternal yang telah meluangkan waktu dan tenaganya untuk menguji disertasi ini. Kepada beliau, secara tulus dan penuh hormat penulis sampaikan ucapan terima kasih dan penghargaan yang sebesar-besarnya semoga mendapatkan pahala dari Allah Swt.
9. Bapak Prof. Eeng Ahman, M.S. selaku penguji internal yang telah meluangkan waktu dan tenaganya untuk menguji disertasi ini. Kepada beliau, secara tulus dan penuh hormat penulis sampaikan ucapan terima

kasih dan penghargaan yang sebesar-besarnya semoga mendapatkan pahala dari Allah Swt.

10. Bapak dan Ibu dosen di lingkungan Program Studi Doktor Ilmu Manajemen Sekolah Pascasarjana Universitas Pendidikan Indonesia, yang telah membimbing selama perkuliahan.
11. Selanjutnya, penulis juga menyadari bahwa proposal disertasi ini tidak mungkin dapat diselesaikan dengan baik tanpa dukungan, dorongan, doa restu, dan keikhlasan dari segenap anggota keluarga. Khususnya kepada Orang Tua tercinta Bapak Asman Yusri Yusuf dan Ibu Euis Yeti Karyati yang selalu memberikan doa dan dukungan yang membuat disertasi ini akhirnya dapat terselesaikan dan Istri tercinta Felia Maliza yang selalu membantu dalam proses terciptanya disertasi ini.
12. Ucapan terima kasih disampaikan kepada sahabat-sahabat di Program Studi Doktor Ilmu Manajemen, yang selalu mendorong dan menyemangati sehingga penulis dapat menyelesaikan studi ini.

Akhirnya penulis berharap semoga disertasi ini memberikan banyak kemanfaatan bagi berbagai pihak, khususnya bagi perkembangan ilmu manajemen strategik. Aamiin Ya Rabbal 'A'lam

Bandung, Januari 2021



Okky Rizkia Yustian / NIM

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