THE EFFECT OF PLACE AND COMPETENCY OF ENTREPRENEURS TO COMPETITIVE ADVANTAGES AND SMEs PERFORMANCE (Case Study on SMEs in Culinary Fields in Cikarang Jababeka Bekasi District)

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ABSTRACT

In this era of intense competition, more and more SMEs are growing in Indonesia especially in Bekasi. Small business is not enough to only have comparative advantage (comparative advantage) but the most important is to have sustainable competitive advantage (sustainable competitive advantage). Small businesses are required to produce products that have high competitiveness, among others, with the criteria: (1) Products are sold regularly and continuously, (2) products sold must have good quality and uniform, (3) product variations must be able to Provided in accordance with the needs and market demand. Based on existing data there are 130 SMEs engaged in the culinary field, there was established since 1982 until the newly established in 2016. This study focused on the analysis of the variables that affect the success of SMEs in the culinary business Cikarang Jababeka in Bekasi. Increasing the number of SMEs is also supported by the competence of entrepreneurs owned by every business (Department of Cooperatives and SMEs Bekasi Regency, 2016). This is because his thoughts focused on issues of opportunity or employment placed on the ability of developing ISKM / PSKM. Ministry of Cooperatives and Small and Medium Enterprises (Menegkop and UKM), Central Bureau of Statistics (BPS), and on July 4, 2008 has been enacted Law no. 20 Year 2008. According to the Ministry of Cooperatives and Small and Medium Enterprises (Menegkop and UKM), a small entrepreneur (UK) is a business entity with a net worth of Rp 200,000,000, excluding land and building of business premises, and has the most annual sales Many Rp 1,000,000,000. Meanwhile, medium enterprises (UM) are entities owned by Indonesian citizens who have net worth of more than Rp 200,000,000 s.d Rp10,000,000,000, excluding land and buildings. Operational Variables Research Place (X1), Entrepreneurial Competence (X2), Competitive Advantage (Y1), Performance Marketing (Y2). The value of t arithmetic is compared with the value of t table and the value of t table in this study that is 2.603 with sig.2 degrees error of 5%. The variables in which they all get values above 0.415 (df = n-2, df = 31-2 = 29, df = 29 = 0.415 in two-way bidirectional numbers 2%), these results indicate that the question items for place variables are valid. The Alpha Cronbach value of 0.946 is greater than 0.6, meaning that the place variable is reliable. The entrepreneurial competence variables all score above 0.415 (df = n-2, df = 31-2 = 29, df = 29 = 0.415 in 2% 2% bidirectional numbers), these results indicate that the question items for the entrepreneurial competence variable are Valid. The value of Alpha Cronbach is 0.962. The competitive advantage variables all score above 0.415 (df = n-2, df = 31-2 = 29, df = 29 = 0.415 in 2% 2% bidirectional numbers), these results indicate that the question items for competitive advantage variables are Valid. The marketing performance variables all score above 0.415 (df = n-2, df = 31-2 = 29, df = 29 = 0.415 in 2% 2% bidirectional numbers), these results indicate that the question items for marketing performance variables are Valid.

Keywords: SMEs in Culinary, Place and Entrepreneurial Competence, Competitive Advantage and SME marketing performance