

Intisari

Pengaruh Pengalaman Usaha, Pengetahuan Usaha, Adaptabilitas Lingkungan Usaha Yang Berpengaruh Terhadap Kualitas Strategi Bersaing Yang Berdampak Pada Kinerja UKM Gerabah Kasongan Bantul”.

Penelitian ini bertujuan untuk menguji pengaruh pengalaman usaha, pengetahuan usaha, adaptabilitas lingkungan usaha terhadap kinerja usaha, dengan kualitas strategi bisnis sebagai variabel moderas. Pengujian Hipotesis dilakukan untuk menguji pengaruh masing masing variabel independen terhadap variabel dependen dan menguji apakah terjadi moderasi melalui variabel keunggulan strategi bisnis

Populasi dalam penelitian ini adalah seluruh pengelola UMKM Industri Gerabah di Kasongan, Sampel penelitian dipilih dengan menggunakan teknik *Purposive sampling*. Data penelitian dikumpulkan melalui kuisisioner dengan metode survei dan dianalisis dengan pendekatan Stuctural Equation Modelling (SEM) dengan alat analisa menggunakan SmartPls Ver. 3.2.8.

Hasil dari penelitian ada tiga variabel yang berpengaruh positif dan langsung terhadap kinerja usaha, yaitu variabel Pengetahuan usaha, Adaptabilitas Lingkungan Bisnis, dan Kualititas Strategi Sedangkan Pengalaman Usaha hanya berpengaruh positif, tetapi tidak signifikan terhadap Kinerja Usaha. Dari pengujian hubungan moderasi, Kualitas Strategi Bisnis tidak memoderasi variabel Pengalaman Usaha, Pengetahuan Usaha, dan Adaptabilitas Lingkungan Bisnis. Analisa lebih lanjut menunjukkan bahwa Kualitas Strategi Bisnis memperkuat pengaruh Pengetahuan Usaha terhadap Kinerja Usaha, sedangkan pada Variabel Pengalaman Usaha dan Adaptabilitas Lingkungan Bisnis, Kualitas Strategi Bisnis justru memperlemah hubungan.

Kata kunci : Pengalaman Usaha, Pengetahuan Usaha, Adaptabilitas Lingkungan Usaha, Kualitas Strategi Bersaing, Kinerja Usaha, moderasi

ABSTRACT

The Influence of Business Experience, Business Knowledge, Adaptability of the Business Environment that Influences the Quality of Competitive Strategies that Impacts the Performance of Kasongan Bantul Pottery SMEs. "

Farkhan

The aims of this study to examine the effect of business experience, business knowledge, adaptability of the business environment to business performance, with the quality of the business strategy as a moderating variable. Hypothesis testing is done to test the effect of each independent variable on the dependent variable and test whether there is moderation through the business strategy excellence variable

The population in this study was all the managers of the SMEs in the Pottery Industry in Kasongan. The research sample was selected using a purposive sampling technique. The research data was collected through a questionnaire with a survey method and analyzed using the Structural Equation Modeling (SEM) approach with an analysis tool using SmartPLS Ver. 3.2.8.

The results of the study there are three variables that have a positive and lasting effect on business performance, namely Business Knowledge, Business Environment Adaptability, and Strategy Strength while Business Experience only has a positive effect, but not significantly on Business Performance. From testing the moderating relationship, Quality of Business Strategy does not moderate the variables of Business Experience, Business Knowledge, and Adaptability of the Business Environment. Further analysis shows that the Quality of Business Strategy strengthens the effect of Business Knowledge on Business Performance, whereas in the Business Experience Variable and Adaptability of the Business Environment, the Quality of Business Strategy actually weakens the relationship.

Keywords: Business Experience, Business Knowledge, Adaptability of the Business Environment, Quality of Competitive Strategies, Business Performance, moderation