

**PENGARUH *ENTREPRENEURIAL LEADERSHIP* TERHADAP
COMPETITIVE ADVANTAGE DIMEDIASI OLEH
FLEKSIBILITAS STRATEGI
PADA UMKM KULINER DI KABUPATEN SLEMAN**

ARIQ ATHALLAH ARFANDITO

141200047

Program Studi Manajemen

Fakultas Ekonomi dan Bisnis UPN “Veteran” Yogyakarta

ariqatha3@gmail.com

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh langsung *entrepreneurial leadership* terhadap *competitive advantage*, pengaruh *entrepreneurial leadership* terhadap fleksibilitas strategi, pengaruh fleksibilitas strategi terhadap *competitive advantage* dan pengaruh tidak langsung *entrepreneurial leadership* terhadap *competitive advantage* melalui fleksibilitas strategi pada UMKM Kuliner yang memiliki kriteria skala kecil hingga menengah di Sleman, Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan alat analisis Smart PLS (*Partial Least Square*). Populasi penelitian berjumlah 1.865 dan sampel dalam penelitian ini sebanyak 100 pemilik dan atau pemimpin usaha dengan menggunakan *teknik purposive sampling*. Penelitian mengungkapkan hasil sebagai berikut: 1) *entrepreneurial leadership* berpengaruh langsung terhadap *competitive advantage*, 2) *entrepreneurial leadership* berpengaruh langsung terhadap fleksibilitas strategi, 3) fleksibilitas strategi berpengaruh langsung terhadap *competitive advantage*, 4) *entrepreneurial leadership* berpengaruh secara tidak langsung terhadap *competitive advantage* melalui fleksibilitas strategi.

Kata Kunci: *Entrepreneurial leadership*, *Competitive advantage*, **Fleksibilitas strategi**

*The Influence of Entrepreneurial Leadership on Competitive
Advantage Mediated by Strategy Flexibility in Culinary SMEs in
Sleman Regency*

ARIQ ATHALLAH ARFANDITO

141200047

Management Study Program

Faculty of Economics and Business UPN "Veteran" Yogyakarta

ariqatha3@gmail.com

ABSTRACT

This research aims to examine and analyze the direct influence of entrepreneurial leadership on competitive advantage, the influence of entrepreneurial leadership on strategic flexibility, the impact of strategic flexibility on competitive advantage, and the indirect influence of entrepreneurial leadership on competitive advantage through strategic flexibility in small to medium-scale culinary SMEs in Sleman, Yogyakarta. This study employs a quantitative approach using Smart PLS (Partial Least Square) as the analytical tool. The study population consists of 1,865, and the sample includes 100 business owners and/or leaders, selected through purposive sampling. The findings of the research are as follows: 1) entrepreneurial leadership has a direct effect on competitive advantage, 2) entrepreneurial leadership has a direct effect on strategic flexibility, 3) strategic flexibility has a direct effect on competitive advantage, 4) entrepreneurial leadership has an indirect effect on competitive advantage through strategic flexibility.

Keywords: Entrepreneurial leadership, Competitive advantage, Strategic flexibility