

ABSTRAK

PERAN ENTREPRENEURIAL BRICOLAGE DALAM MENINGKATKAN KEUNGGULAN KOMPETITIF BERKELANJUTAN DI PASAR KREATIF UMKM KERAJINAN TANGAN (HANDICRAFT) DI YOGYAKARTA, MEDIASI OLEH KEUNGGULAN DIFERENSIASI DAN MANAJEMEN RISIKO, DAN DI MODERASI OLEH TEKANAN REGULASI DAN TEKANAN INDUSTRI.

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ABSTRAK

Penelitian ini menganalisis pengaruh *entrepreneurial bricolage* terhadap keunggulan kompetitif berkelanjutan (SCA) pada UMKM kerajinan tangan di DIY. Keunggulan diferensiasi dan manajemen risiko diuji sebagai mediator, serta tekanan regulasi dan industri sebagai moderator. Analisis kuantitatif berbasis PLS-SEM dilakukan terhadap 230 UMKM yang ditarik melalui metode *purposive sampling*.

Hasil penelitian menunjukkan *entrepreneurial bricolage* berdampak positif pada diferensiasi dan manajemen risiko, namun tidak berpengaruh langsung terhadap SCA. Diferensiasi gagal menjadi mediator, sedangkan manajemen risiko memediasi secara negatif. Tekanan regulasi dan industri juga terbukti memperlemah dampak *bricolage* terhadap SCA. Kesimpulannya, taktik pemanfaatan sumber daya terbatas belum cukup untuk mencapai SCA jika UMKM terhambat oleh manajemen risiko yang kaku serta tingginya tekanan aturan dan tren industri.

Kata kunci: *Entrepreneurial Bricolage, Sustained Competitive Advantage, Keunggulan Diferensiasi, Manajemen Risiko, Tekanan Eksternal.*

ABSTRACTS

THE ROLE OF ENTREPRENEURIAL BRICOLAGE IN ENHANCING SUSTAINED COMPETITIVE ADVANTAGE IN THE CREATIVE MARKET OF HANDICRAFT SMES IN YOGYAKARTA, MEDIATED BY DIFFERENTIATION ADVANTAGE AND RISK MANAGEMENT, AND MODERATED BY REGULATORY AND INDUSTRY PRESSURES.

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ABSTRACTS

This study analyzes the effect of entrepreneurial bricolage on the sustained competitive advantage (SCA) of handicraft SMEs in Yogyakarta. Differentiation advantage and risk management were examined as mediators, with regulatory and industry pressures as moderators. A quantitative analysis using PLS-SEM was conducted on 230 SMEs selected through purposive sampling.

The results indicate that entrepreneurial bricolage positively impacts differentiation and risk management but has no direct effect on SCA. Differentiation failed to mediate the relationship, while risk management mediated it negatively. Furthermore, regulatory and industry pressures were proven to weaken the impact of bricolage on SCA. In conclusion, the tactical use of limited resources is insufficient to achieve SCA if SMEs are hindered by rigid risk management and high regulatory and industry trend pressures.

Keywords: Entrepreneurial Bricolage, Sustained Competitive Advantage, Differentiation Advantage, Risk Management, External Pressures.