ABSTRAK

THE ROLE OF *ENTREPRENEURIAL BRICOLAGE* IN ACHIEVING *SUSTAINABLE COMPETITIVE ADVANTAGE* IN *COFFEE SHOP* SMEs IN YOGYAKARTA CITY

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The rapid growth of coffee shop SMEs in Kota Yogyakarta has intensified business competition, making it increasingly challenging for firms to achieve and sustain a competitive advantage despite their limited resources. Previous studies have primarily examined the direct relationship between Entrepreneurial Bricolage and competitive outcomes, while limited attention has been given to the mediating role of Differentiation Advantage and the moderating role of Regulatory Pressure, particularly in the context of coffee shop SMEs. This study analyzes the role of Entrepreneurial Bricolage in achieving Sustainable Competitive Advantage (SCA) among coffee shop SMEs in Kota Yogyakarta. Differentiation Advantage was examined as a mediating variable, while Regulatory Pressure was tested as a moderating variable. This study employed a quantitative approach using Partial Least Squares Structural Equation Modeling (PLS-SEM). A total of 63 coffee shop SME owners and managers were selected through purposive sampling. The findings indicate that Entrepreneurial Bricolage positively affects Sustainable Competitive Advantage and Differentiation Advantage. Differentiation Advantage also positively influences Sustainable Competitive Advantage and mediates the relationship between Entrepreneurial Bricolage and Sustainable Competitive Advantage. Furthermore, Regulatory Pressure positively moderates the relationship between Entrepreneurial Bricolage and Sustainable Competitive Advantage. These findings suggest that creative resource utilization and business differentiation are essential strategies for coffee shop SMEs in maintaining long-term competitiveness amidst environmental and regulatory pressures.

Keywords: *Coffee shop* SMEs, *Differentiation Advantage*, *Entrepreneurial Bricolage*, *Regulatory Pressure*, *Sustainable Competitive Advantage*.

ABSTRAK

PERAN *ENTREPRENEURIAL BRICOLAGE* DALAM MENCAPAI SUSTAINABLE COMPETITIVE ADVANTAGE PADA UMKM *COFFEE SHOP* DI KOTA YOGYAKARTA

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Pertumbuhan pesat usaha kecil dan menengah *coffee shop* di Kota Yogyakarta telah memperketat persaingan bisnis, membuat semakin sulit bagi perusahaan untuk mencapai dan mempertahankan keunggulan kompetitif meskipun dengan sumber daya yang terbatas. Studi-studi sebelumnya terutama telah meneliti hubungan langsung antara *Entrepreneurial Bricolage* dan *Sust*, sementara perhatian terbatas telah diberikan pada peran mediasi *Differentiation Advantage* dan peran moderasi *Regulatory Pressure*, khususnya dalam konteks UMKM *coffee shop*. Studi ini menganalisis peran *Entrepreneurial Bricolage* dalam mencapai *Sustainable Competitive Advantage* (SCA) di antara UMKM *coffee shop* di Kota Yogyakarta. *Differentiation Advantage* diperiksa sebagai variabel mediasi, sementara *Regulatory Pressure* diuji sebagai variabel moderasi. Studi ini menggunakan pendekatan kuantitatif dengan menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM). Sebanyak 63 pemilik dan manajer UMKM *coffee shop* dipilih melalui *purposive sampling*. Temuan menunjukkan bahwa *Entrepreneurial Bricolage* berpengaruh positif terhadap *Sustainable Competitive Advantage* dan *Differentiation Advantage*. *Differentiation Advantage* juga secara positif mempengaruhi *Sustainable Competitive Advantage* dan memediasi hubungan antara *Entrepreneurial Bricolage* dan *Sustainable Competitive Advantage*. Selain itu, *Regulatory Pressure* secara positif memoderasi hubungan antara *Entrepreneurial Bricolage* dan *Sustainable Competitive Advantage*. Temuan ini menunjukkan bahwa pemanfaatan sumber daya kreatif dan diferensiasi bisnis adalah strategi penting bagi UMKM *coffee shop* dalam mempertahankan daya saing jangka panjang di tengah tekanan lingkungan dan regulasi.

Kata kunci: UMKM *coffee shop*, *Entrepreneurial Bricolage*, *Differentiation Advantage*, *Regulatory Pressure*, *Sustainable Competitive Advantage*.