

**ANALISA PENGARUH *INNOVATION CAPABILITY*, *CONTEXTUAL FACTORS*, DAN *BUSINESS ENVIRONMENT* TERHADAP *PROCESS INNOVATION* PADA UMKM SEKTOR JASA PERJALANAN  
DI KOTA PADANG**

**SKIRPSI**

*Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Sarjana Pada Program  
Studi S1 Jurusan Manajemen Fakultas Ekonomi Universitas Andalas*



OLEH:

**FAJAR HARIMULYA**

**1410521012**

DOSEN PEMBIMBING:

**DR. DONARD GAMES, SE, M. BUS (ADV)**

PROGRAM STUDI S1 JURUSAN MANAJEMEN  
FAKULTAS EKONOMI  
UNIVERSITAS ANDALAS  
PADANG  
2019



No. Alumni Universitas	<b>FAJAR HARIMULYA</b>	No. Alumni Fakultas
a) Tempat/Tgl Lahir: FajarHarimulya/10Mei 1996, b) Nama Orang Tua: BasyiruddindanLisdawatiZuismar, c) Fakultas: Ekonomi, d) Jurusan: Manajemen, e) No Bp: 1410521012, f) Tanggal Lulus: 14Januari 2019, g) Predikat Lulus: SangatMemuaskan, h) IPK: 3,13i) Lama Studi: 4 Tahun 5Bulan, j) Alamat Orang Tua: PerumGriyaTui Indah Blok E No. 3 Kuranji, Padang		

**ANALISA PENGARUH INNOVATION CAPABILITY, CONTEXTUAL FACTORS DAN BUSINESS ENVIRONMENT TERHADAP PROCESS INNOVATION PADA UMKM SEKTOR JASA PERJALANAN DI KOTA PADANG.**

Skripsi oleh: *FajarHarimulya*  
Pembimbing: *Dr. Donard Games, SE, M. Bus (Adv)*

**ABSTRAK**

This research is aimed at investigating the impact of innovation capability, contextual factors and business environment, to process innovation. Based on quantitative approach, data collected from 138 respondents with questionnaire. These respondents were selected purposively and acquired by SMEs in travel service sector. Analyze the data with multiple linear analyze method by SPSS. Statistical analysis revealed that innovation capability, contextual factors and business environment significantly influence process innovation. It was also found that attitude mediate relationship between health consciousness, healthy food knowledge and intention to buy organic food. These results imply that in SMEs the travel services sector must have knowledge, a solid team and the support of the business environment in innovation to make the innovation process more effective.

**Kata Kunci:** *Innovation Capability, Contextual Factors, Business Environment, Process Innovation*

Skripsi telah dipertahankan di depan seminar hasil dan dinyatakan lulus pada tanggal 14 Januari 2019  
Abstrak telah di setujui oleh:

Tanda Tangan	1.	2.	3.
Nama Terang	<b>Dr. Donard Games, SE, M. Bus (Adv)</b>	<b>Dr. Syafrizal, SE, ME</b>	<b>Dr. Yuliharsi, SE, MBA</b>

Mengetahui,  
Ketua Jurusan Manajemen

**Dr. Verinita, SE, Msi**  
NIP. 197208262003122004



Tanda Tangan

Alumni telah mendaftarkan ke Fakultas/Universitas dan Mendapat Nomor Alumni:

	Petugas Fakultas/Universitas
No. Alumni Fakultas	Nama Tanda Tangan
No. Alumni Universitas	Nama Tanda Tangan