

**DAYA SAING USAHA MIKRO KECIL (UMK)
SEKTOR MAKANAN/MINUMAN DI KOTA PEKANBARU
PENDEKATAN *RESOURCE BASED VIEW***

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Abstrak

Usaha Mikro dan Kecil (UMK) sektor makanan dan minuman di Kota Pekanbaru memiliki peran strategis dalam perekonomian daerah, namun masih menghadapi persoalan daya saing, terutama karena keterbatasan sumber daya, inovasi, jejaring, adaptasi digital, dan belum tersedianya instrumen pengukuran daya saing yang kontekstual pada tingkat sektoral-lokal. Dalam konteks rendahnya Indeks Daya Saing UMK Provinsi Riau dan dominannya subsektor makanan dan minuman pada sektor pengolahan, pengukuran daya saing diperlukan untuk memetakan posisi kompetitif UMK serta menentukan prioritas penguatan kebijakan. Penelitian ini menganalisis pengaruh *human capital*, *product*, *networking*, *online presence*, *marketing*, *competitive strategy*, dan reputasi terhadap daya saing UMK sektor makanan dan minuman di Kota Pekanbaru serta merumuskan indeks daya saing berbasis Resource Based View (RBV) dan adaptasi pilar Global Competitive Project (GCP). Data primer diperoleh dari pelaku UMK dan penilaian expert digunakan untuk menentukan bobot indeks melalui AHP.

Hasil penelitian menunjukkan bahwa *human capital*, produk, *networking*, *online presence*, *competitive strategy*, dan reputasi berpengaruh positif dan signifikan terhadap daya saing, sedangkan *marketing* tidak berpengaruh signifikan. Indeks daya saing dibentuk dari enam variabel signifikan melalui sintesis bobot AHP dan skor aktual UMK. Nilai indeks berada pada kategori tinggi, dengan kontribusi terbesar berasal dari *product*, diikuti *competitive strategy*, *human capital*, reputasi, *online presence*, dan *networking*. Secara keseluruhan, daya saing UMK ditopang oleh kualitas produk, strategi bersaing, kapasitas sumber daya manusia, dan reputasi, sementara *networking* dan *online presence* masih memerlukan penguatan kebijakan yang lebih terarah berbasis prioritas indeks.

Kata kunci: Daya saing; UMK; indeks daya saing; *Resource Based View*; makanan dan minuman.

**THE COMPETITIVENESS OF MICRO AND SMALL ENTERPRISES (MSEs)
IN THE FOOD AND BEVERAGE SECTOR IN PEKANBARU CITY:
A RESOURCE-BASED VIEW APPROACH**

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Abstract

Micro and Small Enterprises (MSEs) in the food and beverage sector in Pekanbaru City play a strategic role in the regional economy. However, they continue to face competitiveness challenges, particularly due to limited resources, innovation, business networks, digital adaptation, and the absence of a contextual competitiveness measurement instrument at the sectoral-local level. In view of the low competitiveness index of MSMEs in Riau Province and the dominant contribution of the food and beverage subsector within the manufacturing sector, competitiveness measurement is necessary to map the competitive position of MSEs and determine policy priorities. This study analyzes the effects of human capital, product, networking, online presence, marketing, competitive strategy, and reputation on the competitiveness of food and beverage MSEs in Pekanbaru City. It also formulates a competitiveness index based on the Resource-Based View (RBV) and an adaptation of the Global Competitive Project (GCP) pillars. Primary data were collected from MSE actors, while expert judgment was used to determine index weights through the Analytical Hierarchy Process (AHP).

The results show that human capital, product, networking, online presence, competitive strategy, and reputation have positive and significant effects on competitiveness, whereas marketing has no significant effect. The competitiveness index was formulated from the six significant variables by synthesizing AHP weights and actual MSE scores. The index value falls within the high category, with the largest contribution coming from product, followed by competitive strategy, human capital, reputation, online presence, and networking. Overall, the competitiveness of MSEs is supported by product quality, competitive strategy, human resource capacity, and business reputation, while networking and online presence still require more targeted policy strengthening based on index priorities.

Keywords: Competitiveness; MSEs; competitiveness index; Resource-Based View; food and beverage.