

**ANALISIS KINERJA BERBASIS KEUNGGULAN BERSAING,
GREEN INNOVATION, KOMPETENSI WIRAUSAHA
DAN KARAKTERISTIK DEMOGRAFIS
IKM INDUSTRI KREATIF SUMATERA BARAT**

Disertasi



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Abstrak

Pentingnya kajian pada IKM industri kreatif karena sektor industri kreatif di Indonesia berperan secara signifikan dalam peningkatan pertumbuhan ekonomi. Penelitian ini bertujuan untuk menguji faktor yang mempengaruhi kinerja IKM industri kreatif Sumatera Barat khususnya sektor kerajinan. Ada banyak faktor yang mempengaruhi kinerja usaha, namun dalam penelitian ini terdapat 4 variabel yang diuji antara lain: kompetensi wirausaha, *green innovation*, karakteristik demografis dan keunggulan bersaing. Unit analisis penelitian ini adalah IKM industri kreatif, sebanyak 213 manajer IKM industri kreatif sektor kerajinan di Sumatera Barat dijadikan sebagai *sample* (kerajinan kulit, kayu, logam, anyaman, gerabah). Menggunakan Teknik *Sampling Area*, *sample* dialokasikan secara proporsional pada wilayah potensial industri kreatif antara lain: Kabupaten Sawah Lunto Sijunjung, Tanah Datar, 50 Kota, Agam dan Padang Pariaman, selanjutnya kota Bukittinggi, Padang, Padang Panjang. Data dikumpulkan melalui kuesioner, kemudian diolah dengan pendekatan kuantitatif metode *Structural Equation Modelling* (SEM). Perhitungan Statistik dan pengujian hipotesis didukung dengan *tool software* AMOS. Pengujian model dilakukan dengan melihat pengaruh langsung ataupun melalui variabel antara (mediasi). Temuan penelitian menunjukkan bahwa kompetensi wirausaha berpengaruh terhadap kinerja industri kreatif. Kompetensi wirausaha juga berpengaruh terhadap keunggulan bersaing, *Green innovation* tidak berkontribusi terhadap peningkatan kinerja industri kreatif. Tidak ada pengaruh *green innovation* terhadap peningkatan keunggulan bersaing. Keunggulan bersaing berpengaruh terhadap kinerja industri kreatif. Sebagai *antecedent variable* karakteristik demografis yang diukur dari usia dan pengalaman ternyata tidak mempengaruhi kompetensi wirausaha. Pengaruh efek mediasi menunjukkan: keunggulan bersaing memediasi sebagian (*partial mediation*) variabel kompetensi wirausaha dan kinerja. Keunggulan bersaing juga memediasi sebagian (*partial mediation*) variabel *green innovation* dengan kinerja industri kreatif Sumatera Barat. Budaya organisasi khususnya budaya *teamwork* merupakan *extended dimension* dalam variabel kompetensi wirausaha. Keterbatasan penelitian adalah metode analisis dalam penelitian ini hanya menggunakan analisis kuantitatif. Agenda penelitian lanjutan antara lain: identifikasi dan pemetaan kompetensi yang dibutuhkan bagi wirausaha industri kreatif sektor kerajinan dan variabel pengetahuan tentang *green innovation* sebagai *antecedent* variabel *green innovation*.

Kata kunci: Kinerja, keunggulan bersaing, kompetensi wirausaha, *green innovation*, karakteristik demografis, industri kreatif.

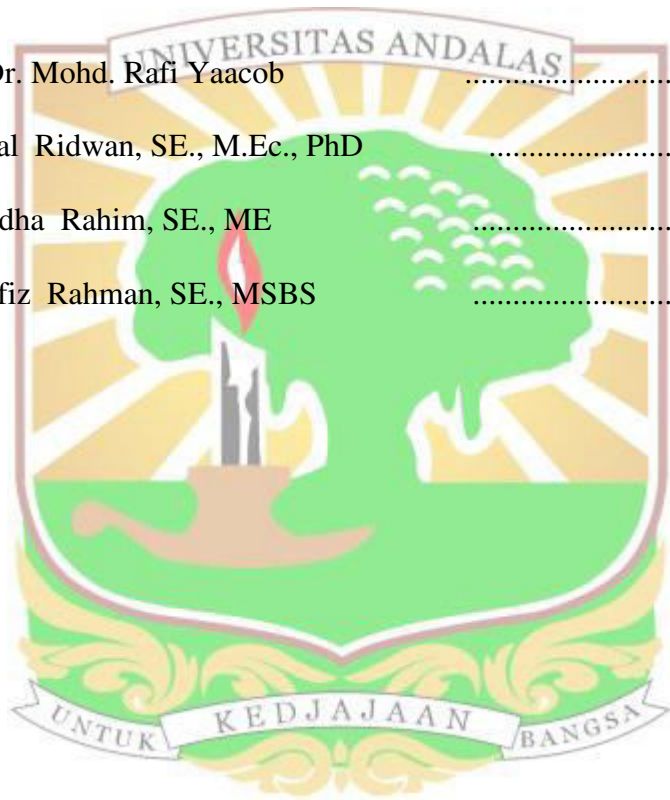
Menyetujui

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**PERFORMANCE ANALYSIS BASED ON COMPETITIVE ADVANTAGE,
GREEN INNOVATION, ENTREPRENEUR COMPETENCY
AND DEMOGRAPHIC CHARACTERISTICS,
IN THE SMALL AND MEDIUM INDUSTRY
OF CREATIVE INDUSTRY WEST SUMATERA**

by: Fisla Wirda

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Abstract

The importance of studies on small and medium industries of creative industries because the creative industry sector in Indonesia plays a significant role in increasing economic growth. This study aims to examine the factors that influence the performance of SMEs in the West Sumatra creative industry especially the handicraft sector. There are many factors that affect business performance, but in this study there are 4 variables tested including: entrepreneurial competency, green innovation, demographic characteristics and competitive advantage. The unit of analysis of this research is SMEs of the creative industries, as many as 213 managers of the creative industries of SMEs in the craft sector in West Sumatra were used as samples (leather, wood, metal, woven, pottery) crafts. Using the Sampling Area Technique, the sample is allocated proportionally to areas of potential creative industries including: Sawah Lunto Sijunjung District, Tanah Datar, 50 Kota, Agam and Padang Pariaman, then Bukittinggi, Padang, Padang Panjang. Data were collected through a questionnaire, then processed with a quantitative approach to the Structural Equation Modeling (SEM) method. Statistical calculations and hypothesis testing are supported by AMOS software tools. Model testing is done by looking at the direct effect or through mediating variables. Research findings show that entrepreneurial competency influences the performance of creative industries. Entrepreneurial competency also influences competitive advantage, Green innovation does not contribute to improving the performance of creative industries. There is no influence of green innovation on increasing competitive advantage. Competitive advantage influences the performance of creative industries. As an antecedent variable demographic characteristics measured by age and experience did not affect entrepreneurial competency. The effect of mediation effects shows: competitive advantage mediates a partial (partial mediation) variable of entrepreneurial competency and performance. Competitive advantage is also partial mediation of the green innovation variable with the performance of West Sumatra's creative industries. Organizational culture, especially teamwork culture is an extended dimension in entrepreneurial competency variables. The limitation of the research is that the method of analysis in this study only uses quantitative analysis. The agenda for further research includes: identification and mapping of competencies needed for creative industries entrepreneurs in the handicraft sector and knowledge variables about green innovation as antecedent variables for green innovation.

Keywords: Performance, competitive advantage, entrepreneurial competency, green innovation, demographic characteristic, creative industry.