

ABSTRAK

The Influence Of Entrepreneur Skill And Strategy Against UMKM Competitiveness (A Study On Sentra Usaha Keripik Bandar Lampung)

by

Didit Susanto

The research was conducted at Sentra Usaha Keripik Bandar Lampung. The purpose of this research is to determine how much the influence of entrepreneur skills and strategies for the competitiveness to develop the region of Sentra Usaha Keripik Bandar Lampung. The research approach is quantitative with explanatory research. Data collected from the respondents (businesses chips) in Bandar Lampung City Center by distribute questionnaires to 40 respondents. Sampling techniques using census techniques.

The test results by using SmartPLS show that entrepreneur skill and strategy had a significant effect on competitiveness partially. Recommendations that can be put forward for Micro, Small and Medium Enterprises (SMEs) need to receive direction and dissemination of relevant institutions in an effort to foster a entrepreneur skill that can have an impact on improving business competitiveness.

Keywords : entrepreneur skill, strategy, competitiveness, UMKM, industrial areas chips