

## Analisis faktor-faktor yang mempengaruhi persepsi kesuksesan Usaha Kecil Menengah di wilayah DKI Jakarta = Analysis factors affecting perceived business success of Small Medium Enterprises (SMEs) in DKI Jakarta

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### Abstrak

Penelitian bertujuan untuk menentukan faktor-faktor yang mempengaruhi kesuksesan usaha kecil menengah (UKM) di Jakarta seperti yang dilakukan oleh Chittithaworn dalam penelitiannya di Thailand. Delapan faktor digunakan sebagai penentu kesuksesan usaha UKM antara lain entrepreneur characteristics, management and know-how, products and services, customer and market, the way of doing business and cooperation, resource and finance, strategy, and external environment. Responden penelitian ini adalah 99 pemilik dan pengelola UKM yang berada di wilayah Jakarta. Pengujian dilakukan terhadap delapan hipotesis berdasarkan hasil dari estimasi analisis regresi. Hasil penelitian menyatakan bahwa faktor-faktor yang signifikan mempengaruhi kesukseksan usaha UKM di Jakarta adalah entrepreneur characteristics, products and services, the way of doing business and cooperation, resource and finance, dan external environment. Sedangkan ketiga faktor lainnya tidak signifikan mempengaruhi kesuksesan usaha UKM di DKI Jakarta.

.....This research aims to determine the factors that are affecting perceived business success of SMEs in Jakarta as suggested by Chittithaworn who conducted research in Thailand. Eight factors are used as determinant of business success which are entrepreneur characteristics, management and know-how, products and services, customer and market, the way of doing business and cooperation, resource and finance, strategy, and external environment. Research respondents are 99 owners or managers from SMEs who operate their business in Jakarta. Eight hypotheses research model is then tested with based on estimation result from regression analysis. The result shows that significant factors affecting business success of SMEs in Jakarta were entrepreneur characteristics, products and services, the way of doing business and cooperation, resource and finance, external environment. While the three other factors were not significant to business success of SMEs in Jakarta.