

ABSTRAK

Penelitian bertujuan untuk mengetahui pengaruh dari business agility dan ICT capability terhadap competitive advantage pada usaha mikro kecil di Solo Raya. Hipotesis dalam penelitian yaitu, (1) Business agility berpengaruh positif dan signifikan terhadap competitive advantage, (2) ICT capability berpengaruh positif dan signifikan terhadap competitive advantage.

Metode kajian yang digunakan adalah kuantitatif dan bersifat lapangan berupa penyebaran kuesioner. Populasi adalah pelaku UMKM yang berada di Solo Raya. Metode pengambilan sampel menggunakan purposive sampling dan responden sebanyak 100 pelaku usaha mikro kecil di Solo Raya. Penelitian ini menggunakan uji instrumen (uji validitas dan reliabilitas), uji asumsi klasik (uji normalitas dan multikolinieritas), dan analisis data (uji F, uji R^2 , uji regresi linier berganda, uji t).

Peneliti menggunakan aplikasi statistik SPSS yang menunjukkan hasil bahwa business agility berpengaruh positif dan signifikan terhadap competitive advantage dan ICT capability berpengaruh positif dan signifikan terhadap competitive advantage. Secara simultan business agility dan ICT capability berpengaruh secara positif dan signifikan terhadap competitive advantage.

Kata Kunci : Kelincahan Bisnis, Kapabilitas TIK, Keunggulan Bersaing

ABSTRACT

The research aims to determine the effect of business agility and ICT capability on competitive advantage in micro and small enterprises in Solo Raya. The hypotheses in this study are, (1) Business agility has a positive and significant effect on competitive advantage, (2) ICT capability has a positive and significant effect on competitive advantage.

The study method used is quantitative and field in nature in the form of distributing questionnaires. The population is SMEs in Solo Raya. The sampling method used purposive sampling and 100 small micro business actors in Solo Raya as respondents. This study used instrument tests (validity and reliability tests), classical assumption tests (normality and multicollinearity tests), and data analysis (F test, R2 test, multiple linear regression test, t test).

The researcher uses the SPSS statistical application which shows the results that business agility has a positive and significant effect on competitive advantage and ICT capability has a positive and significant effect on competitive advantage. Simultaneously business agility and ICT capability have a positive and significant effect on competitive advantage.

Keywords: Business Agility, ICT Capability, Competitive Advantage