

ABSTRAK

SYARIFUDDIN SULAIMAN. Pengaruh Resource Based View dan Dynamic Capability Terhadap Daya Saing Strategis dan Kinerja Ekspor di Sulawesi Selatan (dibimbing oleh Haris Maupa, Abd. Rahman Kadir, dan Mahlia Muis).

Penelitian ini bertujuan untuk mengkaji dan menganalisis baik secara langsung maupun tidak langsung variabel resource based view dan dynamic capability terhadap daya saing strategis dan kinerja ekspor di Sulawesi Selatan.

Pendekatan yang digunakan adalah pendekatan kuantitatif. Penelitian ini dilakukan di 112 perusahaan ekspor di Sulawesi Selatan. Populasi dalam penelitian ini adalah seluruh perusahaan eksportir di Sulawesi Selatan dengan berbagai jenis komoditas ekspor. Populasi dalam penelitian ini sekaligus menjadi sampel. Unit analisis dalam penelitian ini terdiri dari direksi dan manajer. Pengumpulan data menggunakan sumber data primer langsung dari responden melalui penyebaran kuesioner. Teknik analisis menggunakan structural equation model (SEM).

Hasil penelitian ini menunjukkan bahwa variabel resource based view dan dynamic capabilities berpengaruh positif dan signifikan terhadap daya saing strategis. Resource based view, dan daya saing strategis tidak berpengaruh signifikan terhadap kinerja ekspor. Resource based view dan dynamic capabilities berpengaruh signifikan terhadap kinerja ekspor melalui daya saing strategis.

Kata Kunci: RBV, dynamic capabilities, daya saing strategis, dan kinerja ekspor.

ABSTRACT

SYARIFUDDIN SULAIMAN. The influence of Resource Based View and Dynamic Capability on Strategic Competitiveness and Export Performance in South Sulawesi (guided by Haris Maupa, Abd. Rahman Kadir, and Mahlia Muis). This study aims to examine and analyze both directly and indirectly variable resource based view and dynamic capability on strategic competitiveness and export performance in South Sulawesi.

The approach used is a quantitative approach. The research was conducted in 112 export companies in South Sulawesi. Population in this research is all exporter company in South Sulawesi with various kinds of export commodities. The population in this study as well as the sample. The unit of analysis in this study consists of directors and managers. Data collection used primary data source directly from the respondents through questionnaires distribution. Analytical technique using structural equation model (SEM).

The results of this study indicate that resource based view and dynamic capabilities have positive and significant influence on strategic competitiveness. Resource based view, and strategic competitiveness have no significant effect on export performance. Resource based view and dynamic capabilities have a significant effect on export performance through strategic competitiveness.

Keywords: RBV, dynamic capabilities, strategic competitiveness, and export performance.