

ABSTRAK

MUH.RUM, Pengaruh Faktor Keyakinan Sukses, Informasi, dan Kewirausahaan Terhadap Kinerja Usaha Kecil dan Menengah melalui Inovasi, Diversifikasi, dan Fleksibilitas (Kasus UKM di Sulawesi Selatan) (Dibimbing oleh: DJABIR HAMZAH dan MUH.ASDAR)

Penelitian ini bertujuan untuk menganalisis pengaruh langsung dan tak langsung dari Faktor Keyakinan Sukses, Informasi, dan Kewirausahaan terhadap kinerja Usaha Kecil dan Menengah (UKM) di Sulawesi Selatan yang dimoderasi oleh Inovasi, Diversifikasi, Fleksibilitas.

Penelitian ini dilakukan secara survey dengan pengambilan data secara purposive sampling terhadap UKM industri di Sulawesi Selatan, kemudian melakukan pengelompokan pada empat wilayah yaitu Palopo, Bone, Makassar, dan Bulukumba. Metode pengumpulan data secara wawancara, memberi angket questioner terhadap 200 pemilik UKM industri. Data dianalisis dengan menggunakan Structural Equation Model (SEM).

Hasil penelitian ini menunjukkan bahwa keyakinan sukses, informasi, dan kewirausahaan berpengaruh langsung dan tak langsung positif dan signifikan terhadap kinerja UKM, melalui inovasi, diversifikasi, fleksibilitas.

Kata Kunci: . Keyakinan sukses, Informasi, kewirausahaan, Inovasi, Diversifikasi, Fleksibilitas, dan Kinerja UKM

ABSTRACT

MUH. RUM, The Influence of Internal Locus of Control , Information, and Entrepreneurship Factors , on Small Medium Enterprise's Performance Through Innovation, Diversification, and Flexibility, (Small Medium Enterprise's Case At South Sulawesi Province).

(Supervised by: DJABIR HAMZAH and MUH. ASDAR)

This research aim to analyses direct and indirect the influence of Internal Locus of Control, Information, and Entrepreneurship toward Small and Medium Enterprise's Performance at South Sulawesi Province through Innovation, Diversification, and Flexibility.

This research is conducted by survey method with purposive sampling toward industrial Small Medium Enterprises at South Sulawesi Province, by clustering among four regions which are Palopo, Bone, Makassar, and Bulukumba. Collecting data method by interview, giving questionnaire about 200 industrial SME's owners. The research data analysed by using Structural Equation Model (SEM).

This observational result points out that Internal Locus of Control, Information, and Entrepreneurship having direct and indirect, positive and significant influence toward Small Medium Enterprise's Performance through Innovation, Diversification, and Flexibility.

Key words: Internal Locus of Control, Information, Entrepreneurship, Innovation, Diversification, Flexibility, and SME's Performance