

ABSTRAK

Syamsul O. Walangadi, Nim 931411031. S1 Manajemen. Fakultas Ekonomi dan Bisnis. Tahun 2015. "Pengaruh Kreativitas Dan Inovasi Terhadap Keunggulan Bersaing Pada Industri Kerajinan Karawo Di Provinsi Gorontalo". Pembimbing 1 Bapak Dr. Arifin Tahir, M.Si dan Pembimbing II Bapak Hais Dama, SE, M.Si

Penelitian ini bertujuan untuk menguji dan membuktikan secara empiris; (1) apakah kreativitas secara parsial berpengaruh positif terhadap keunggulan bersaing. (2) apakah inovasi secara parsial berpengaruh positif terhadap keunggulan bersaing, (3) apakah kreativitas dan inovasi secara simultan berpengaruh positif terhadap keunggulan bersaing.

Populasi dalam penelitian adalah seluruh industry karawo di Provinsi Gorontalo. Teknik yang di gunakan dalam penelitian ini adalah *Non Probability Sampling* dengan metode pengambilan sampel menggunakan *Accidental Sampling* yang merupakan teknik penentuan sampel berdasarkan kebetulan, yaitu siapa yang kebetulan bertemu dengan peneliti dapat dijadikan sampel jika dipandang cocok, dan *Purposive Sampling* yang merupakan teknik pengambilan sampel dengan pertimbangan tertentu. Analisis data menggunakan analisis regresi linear berganda.

Hasil pengujian Instrumen validitas menunjukkan $r_{hitung} > r_{tabel}$ artinya valid dan reliabilitas berada diatas 0,6 artinya reliabel. Adapun hasil penelitian menunjukkan analisis regresi berganda yaitu, $Y = a + \beta_1 X_1 + \beta_2 X_2 = 1,924 + 0,645X_1 + 0,114X_2$. Hasil uji t menunjukkan variabel kreativitas dan inovasi secara parsial berpengaruh positif terhadap keunggulan bersaing, dimana nilai t_{hitung} dari kedua variabel bebas lebih besar dari nilai t_{tabel} dan nilai $P_{value} < 0,05$. Hasil uji F menunjukkan bahwa variabel bebas secara simultan berpengaruh positif terhadap keunggulan bersaing pada industry kerajinan karawo di provinsi Gorontalo, dimana nilai $F_{hitung} > F_{tabel}$ dan nilai $P_{value} < 0,05$. Koefisien determinasi (R^2) menunjukkan besarnya kontribusi 0,649 atau 64,9% dari kreativitas dan inovasi terhadap keunggulan bersaing, sedangkan sisanya yaitu 35,1% berupa kontribusi dari faktor-faktor lain yang tidak diteliti dalam penelitian ini.

Kata Kunci : Kreativitas, Inovasi, Keunggulan Bersaing

ABSTRACT

Syamsul O. Walangadi. Student ID. 931411031. S1 Management. Faculty of Economics and Business. 2015. "The Influence of Creativity and Innovation toward Competitive Advantage at Craft Industry of Karawo at Gorontalo Province." The principal supervisor was Dr. Arifin Tahir, M.Si and Co-supervisor was Hais Dama, SE, M.Si.

This research aimed at testing and proving empirically: (1) whether or not creativity, partially, had positive influence toward competitive advantage,(2) whether or not innovation, partially, had positive influence toward competitive advantage, and (3) whether or not simultaneously creativity and innovative had positive influence toward competitive advantage.

The population of research were all Karawo industries at Gorontalo Province. The technique of sampling was non probability sampling technique with accidental sampling method. It is a technique of gaining samples based on coincidence; whoever meets the researcher in the research site can become the sample of research if she/he is suitable to the research criteria. Meanwhile, purposive sampling is a sampling technique with certain determination. The data analysis was multiple linear regression analysis.

The validity instrument test showed $r_{\text{count}} > r_{\text{table}}$ means that the result was valid, and the reliability was over 0.6 means that it was reliable. The research result of multiple regression analysis showed that $Y = a + \beta_1X_1 + \beta_2X_2 = 1.924 + 0.645X_1 + 0.114X_2$. The result of t test showed that creativity and innovation variable partially had positive influence toward the competitive advantage. It was showed by t_{count} value of the two variables was higher than t_{table} value and P value < 0.05 . The result of F test showed that independent variables simultaneously had positive influenced toward competitive advantage at craft industry of Karawo at Gorontalo Province. It was showed by the value of $F_{\text{count}} > F_{\text{table}}$ and P value as $0,000 < 0.05$. Coefficient determination (R²) showed that the contribution of creativity and innovation toward competitive advantage was 0.649 or 64.9%, while the rest 35.1% was the contribution of other factors which were not observed in this research.

Keywords: Creativity, Innovation, Competitive Advantage



LEMBAR PENGESAHAN

PENGARUH KREATIVITAS DAN INOVASI TERHADAP KEUNGGULAN
BERSAING PADA INDUSTRI KERAJINAN KARAWO

DI PROVINSI GORONTALO

Oleh

SYAMSUL OKTAVIAN WALANGADI

Telah dipertahankan di depan dewan penguji

Hari/Tanggal :

Waktu :

Penguji :

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Gorontalo, Oktober 2015

Dekan Fakultas Ekonomi dan Bisnis

