

ABSTRAK
PENGARUH *ENTREPRENEURIAL ORIENTATION, ABSORPTIVE CAPACITY, DAN MARKETING INNOVATION* TERHADAP *COMPETITIVE ADVANTAGE* USAHA MIKRO KULINER

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Tujuan dari penelitian ini adalah untuk mengetahui : (1) pengaruh simultan *entrepreneurial orientation, absorptive capacity, dan marketing innovation* terhadap *competitive advantage* usaha mikro kuliner di mrican, (2) pengaruh secara parsial *entrepreneurial orientation* terhadap *competitive advantage* usaha mikro kuliner di mrican, (3) pengaruh secara parsial *absorptive capacity* terhadap *competitive advantage* usaha mikro kuliner di mrican, dan (4) pengaruh secara parsial *marketing innovation* terhadap *competitive advantage* usaha mikro kuliner di mrican. Populasi dari penelitian ini merupakan pedagang mikro kuliner di Mrican kabupaten Sleman. Sampel pada penelitian ini merupakan pedagang mikro kuliner yang menjual cemilan dan minuman sejumlah 75 responden. Teknik analisis data yang digunakan adalah analisis regresi linear berganda dengan menggunakan aplikasi *Statistical Package for the Social Sciences (SPSS 22)*. Hasil penelitian menunjukkan bahwa : (1) *entrepreneurial orientation, absorptive capacity, dan marketing innovation* secara simultan berpengaruh terhadap *competitive advantage*, (2) *entrepreneurial orientation* secara parsial berpengaruh terhadap *competitive advantage*, (3) *absorptive capacity* secara parsial berpengaruh terhadap *competitive advantage* (4) *marketing innovation* secara parsial berpengaruh terhadap *competitive advantage*.

Kata Kunci : *entrepreneurial orientation, absorptive capacity, marketing innovation, competitive advantage*

ABSTRACT

***THE INFLUENCE OF ENTREPRENEURIAL ORIENTATION,
ABSORPTIVE CAPACITY, AND MARKETING INNOVATION ON THE
COMPETITIVE ADVANTAGE OF CULINARY MICRO-ENTERPRISES***

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The purpose of this study was to determine: (1) the simultaneous effect of entrepreneurial orientation, absorptive capacity, and marketing innovation on the competitive advantage of culinary micro-businesses in Mrican, (2) the partial effect of entrepreneurial orientation on the competitive advantage of culinary micro-businesses in Mrican, (3) the partial effect of absorptive capacity on the competitive advantage of culinary micro-businesses in Mrican, and (4) the partial effect of marketing innovation on the competitive advantage of culinary micro-businesses in Mrican. The population of this study were culinary micro traders in Mrican, Sleman Regency. The sample in this study were culinary micro traders who sold snacks and drinks totaling 75 respondents. The data analysis technique used is multiple linear regression analysis using the Statistical Package for the Social Sciences (SPSS 22) application. The results showed that: (1) entrepreneurial orientation, absorptive capacity, and marketing innovation simultaneously affect competitive advantage, (2) entrepreneurial orientation partially affects competitive advantage, (3) absorptive capacity partially affects competitive advantage (4) marketing innovation partially affects competitive advantage.

Keywords: entrepreneurial orientation, absorptive capacity, marketing innovation, competitive advantage.