**KAJIAN STRATEGI PEMASARAN, KOMPETENSI KEWIRAUSAHAAN DALAM MENINGKATKAN KEUNGGULAN BERSAING DAN KINERJA UKM PRODUK IKONIK KERAMIK DI JAWA BARAT**

***MARKETING STRATEGIES & IMPROVED OPTIMIZATION OF COMPETENCE OF ENTREPRENEURSHIP: SURVEY OF SMALL AND MEDIUM BUSINESS IN INDONESIA CERAMIC ICONIC PRODUCTS***

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**ABSTRAK**

Dede R. Oktini, NPM 169010006, Kajian Strategi Pemasaran, Kompetensi Kewirausahaan Dalam Meningkatkan Keunggulan Bersaing dan Kinerja Pemasaran Produk Ikonik Keramik di Jawa Barat, dibawah bimbingan Prof. Dr. Ir. H. Eddy Jusuf, Sp., M.Si., M.Kom, selaku *Promotor* dan Dr. H. Undang Juju,SE.,M.P selaku *Co-Promotor.*

Penelitian ini didasarkan pada fenomena kinerja pemasaran yang belum cukup dijadikan penopang ekonomi kerakyatan sesuai visi pemerintah daerah dan belum sesuai dengan harapan pemerintah pusat. Hal tersebut ditunjukkan dengan menurunnya jumlah gerai, realisasi dari target ekspor belum tercapai, dan hasil *pra survey* yang menunjukkan strategi pasar dan strategi bauran pemasaran belum efektif, kompetensi kewirausahaan, keunggulan bersaing pemasaran dan kinerja pemasaran masih rendah. Penelitian ini bertujuan untuk mengetahui dan mengkaji strategi pemasaran, kompetensi kewirausahaan dalam meningkatkan keunggulan bersaing dan kinerja pemasaran UKM keramik di Jawa Barat.

Metode penelitian yang digunakan adalah *survey* dengan pendekatan deskriptif dan verifikatif. Metode analisis data menggunakan teknik analisis *Structural Equation Modeling* (*SEM*). Populasi dalam penelitian ini adalah seluruh pemilik usaha UKM Keramik di Jawa Barat, jumlah sampel 220 orang.

Hasil penelitian diperoleh bahwa pengaruh kompetensi kewirausahaan terhadap keunggulan bersaing pemasaran lebih besar (dominan), sedangkan pengaruh strategi pasar dan pengaruh strategi bauran pemasaran terhadap keunggulan bersaing pemasaran tidak dominan. Pengaruh langsung strategi pasar terhadap keunggulan bersaing pemasaran sebesar 3,96%, pengaruh langsung strategi bauran pemasaran terhadap keunggulan bersaing pemasaran sebesar 11,38% dan pengaruh langsung kompetensi kewirausahaan terhadap keunggulan bersaing pemasaran sebesar 16,44%. Pengaruh tidak langsung strategi pasar melalui strategi bauran pemasaran sebesar 3,18%, melalui kompetensi kewirausahaan sebesar 5,51%. Pengaruh tidak langsung strategi bauran pemasaran melalui kompetensi kewirausahaan sebesar 9,94%. Pengaruh langsung keunggulan bersaing pemasaran terhadap kinerja pemasaran sebesar 77%.

Hasil penelitian verifikatif membuktikan bahwa strategi pasar, strategi bauran pemasaran dan kompetensi kewirausahaan berpengaruh positif signifikan terhadap keunggulan bersaing pemasaran dan signifikan terhadap kinerja pemasaran.

Kata kunci : Strategi Pasar, Strategi Bauran Pemasaran, Kompetensi Kewirausahaan, Keunggulan Bersaing Pemasaran, Kinerja Pemasaran.

***ABSTRACT***

*Dede R. Oktini, NPM 169010006, Study of Marketing Strategy, Entrepreneurial Competence in Increasing Competitive Advantage and Marketing Performance of Ceramic Iconic Products in West Java, under the guidance of Prof. Dr. Ir. H. Eddy Jusuf, Sp., M.Sc., M.Kom, as the Promoter and Dr. H. Undang Juju, SE.,M.P as Co-Promoter.*

*This research is based on the phenomenon of marketing performance it has not been sufficiently for people’s economy in accordance with the vision of the regional government and not in accordance of the central government. It is shown by the decrease in the number of outlets, the realization from recent target of export has not been achieved, and the results of pre-survey which shown the whole market strategy and marketing mix strategy not effective yet, entrepreneurial competence, marketing competitive advantage and marketing performance still low..*

*This study aims to determine and examine marketing strategy, entrepreneurial competence in increasing marketing competitive advantage and marketing performance of ceramic SMEs in West Java.*

*The method of research that is used is surveying the approaches descriptive and verification. The data analysis method uses Structural Equation Modeling (SEM) analysis techniques. The population in this study were all Ceramic SME business owners in West Java, with total sample of 220 people.*

*The results of the research obtained that influence the entrepreneurial competence to competitive advantage more substantial (dominant), while the influence of the market strategy and the effect of the marketing mix strategy toward marketing competitive advantage not dominant. Influence directly the market strategy toward marketing competitive advantage amounted 3.96%, the effect of direct marketing mix strategy toward marketing competitive advantage amounted to 11.38% and the effect of the direct entrepreneurial competence against the marketing competitive advantage amounted to 16.44%.*

*The influence is not direct market strategy through marketing mix strategy at 3.18%, through the entrepreneurial competence amounted to 5.51%. The influence is not direct marketing mix strategy through the entrepreneurial competence amounted to 9.94%. Effect of direct marketing competitive advantage to marketing performance by 77%.*

*Verification research results prove that market strategy, marketing mix strategy and entrepreneurial competence have a significant positive effect on marketing competitive advantage and significant on marketing performance.*

*Keyword : Market Strategy, Marketing Mix Strategy, Entrepreneurial Competence, Marketing Competitive Advantage, Marketing Performance.*

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