

ABSTRAK

Penelitian ini memberikan kontribusi untuk studi yang ada dengan mengklarifikasi pengaruh strategi pemasaran dan daya saing usaha terhadap peningkatan kinerja UMKM dan penelitian ini dilaksanakan pada UMKM di Kabupaten Pamekasan. Metode Penelitian yang digunakan dalam penelitian ini adalah metode deskriptif kuantitatif. Pengujian hipotesis menggunakan analisis regresi linier berganda. Teknik pengambilan sampel yang digunakan non-probability sampling dengan metode sampling insidental melalui rumus slovin sebagai metode penentuan sampel, sehingga dari jumlah populasi sebesar 2.654 diperoleh sampel sebanyak 97 orang. Terdapat beberapa teknik analisis data dalam penelitian ini, yaitu analisis instrumen penelitian melalui uji validitas dan reliabilitas, analisis asumsi klasik melalui uji normalitas, uji multikolinearitas dan uji heterokedastisitas serta analisis hipotesis melalui uji t dan uji f. Hasil uji t menunjukkan bahwa masing-masing terdapat pengaruh positif strategi pemasaran dan daya saing terhadap kinerja UMKM secara parsial. Sementara itu, hasil uji f menunjukkan bahwa strategi pemasaran dan daya saing usaha secara simultan berpengaruh positif terhadap peningkatan kinerja UMKM di Kabupaten Pamekasan.

Kata Kunci: Strategi Pemasaran, Daya Saing Usaha, Kinerja UMKM

Abstract

This research contributes to existing studies by clarifying the effect of marketing strategies and business competitiveness on improving the performance of MSMEs and this research was carried out on MSMEs in Pamekasan Regency. The research method used in this study is a quantitative descriptive method. Hypothesis testing using multiple linear regression analysis. The sampling technique used was non-probability sampling with the incidental sampling method through the slovin formula as the method of determining the sample, so that from a total population of 2,654, a sample of 97 people was obtained. There are several data analysis techniques in this study, namely analysis of research instruments through validity and reliability tests, classical assumption analysis through normality tests, multicollinearity tests and heteroscedasticity tests and hypothesis analysis through t tests and f tests. The results of the t test show that each has a positive influence on marketing strategy and competitiveness on the performance of SMEs partially. Meanwhile, the results of the f test show that marketing strategies and business competitiveness simultaneously have a positive effect on improving the performance of MSMEs in Pamekasan Regency.

Keywords: Marketing Strategy, Business Competitiveness, MSME Performance