

ABSTRAK

Dita Arisona, 210261100002, Pengaruh *Knowledge Acquisition*, *Knowledge Sharing*, dan Inovasi Terhadap *Competitive Advantage* Pada Bisnis Kuliner Bebek Di Kabupaten Bangkalan. Dibawah Bimbingan Dr. Ir Nurita Andriani., M.M., dan Dr. Mohammad Arief., S.E., M.M.

Penelitian ini dilakukan pada bisnis kuliner bebek di Kabupaten Bangkalan dilatar belakangi dengan adanya tingkat kesuksesan pada bisnis kuliner bebek yang tidak merata sehingga perlu dilakukan analisis pengaruh dengan tujuan untuk mengeksplorasi hubungan antar *knowledge acquisition*, *knowledge sharing*, terhadap *competitive advantage*, dengan inovasi sebagai variabel mediasi. Data dikumpulkan dari 64 pemilik bisnis kuliner bebek di Kabupaten Bangkalan dengan teknik pengambilan sampel *purposive sampling* dan pengolahan data menggunakan SmartPLS 4. Hasil penelitian menunjukkan bahwa terdapat hubungan positif antara *knowledge acquisition*, *knowledge sharing*, terhadap *competitive advantage*. Peneliti menemukan bahwa inovasi mampu memediasi hubungan antara *knowledge acquisition* terhadap *competitive advantage*, serta inovasi mampu memediasi hubungan antara *knowledge sharing* terhadap *competitive advantage*. Implikasi dari penelitian pada bisnis kuliner bebek di Kabupaten Bangkalan yaitu inovasi tercapai jika telah menerapkan *knowledge acquisition* dan *knowledge sharing* dengan baik akan mengakibatkan bisnis kuliner bebek memiliki aneka olahan bebek yang berpotensi, memiliki harga jual dan biaya produksi yang kompetitif, serta memiliki aset dan sumber daya manusia yang unggul.

Kata Kunci: *knowledge acquisition*, *knowledge sharing*, *inovasi*, *competitive advantage*, bisnis kuliner bebek di Kabupaten Bangkalan

ABSTRACT

Dita Arisona, 210261100002, The Effect of Knowledge Acquisition, Knowledge Sharing, and Innovation on Competitive Advantage In The Duck Culinary Business Bangkalan Regency, Under The Guidance Dr. Ir Nurita Andriani., M.M., dan Dr. Mohammad Arief., S.E., M.M.

This research was conducted on the duck culinary business in Bangkalan Regency against the background of the uneven level of success in the duck culinary business so that it is necessary to analyze the influence with the aim of exploring the relationship between knowledge acquisition, knowledge sharing, and competitive advantage, with innovation as a mediating variable. Data were collected from 64 duck culinary business owners in Bangkalan Regency with purposive sampling technique and data processing using SmartPLS 4. The results showed that there was a positive relationship between knowledge acquisition, knowledge sharing, and competitive advantage. Researchers found that innovation is able to mediate the relationship between knowledge acquisition to competitive advantage, and innovation is able to mediate the relationship between knowledge sharing to competitive advantage. The implication of the research on the duck culinary business in Bangkalan Regency is that innovation is achieved if it has implemented knowledge acquisition and knowledge sharing properly, which will result in the duck culinary business having a variety of potential duck preparations, having competitive selling prices and production costs, and having superior assets and human resources.

Keywords: knowledge acquisition, knowledge sharing, innovation, competitive advantage, duck culinary business in Bangkalan Regency.