

Strengthening the Competitiveness of Micro Enterprises Using a Categorical Test Approach With Syntax Method

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Abstract

The purpose of this research is to find out how to increase the competitiveness of micro-enterprises when they want to enter international trade in an effort to expand the market. The scope of the research focuses only on micro-enterprises in the province of East Java, which actually have superior products and can be used as export commodities to neighboring countries that have an interest in micro-business products from East Java. The research study uses several variables related to activities to increase competitiveness in order to open export markets where data collection uses a questionnaire instrument and uses a Categorical test approach through Syntax analysis. With the Syntax method, the relevant variables appear clearly in the quadrant map. The Categorical test method using Syntax is still rarely used in research, even though the test results are accurate for the field of social science. Through the Syntax testing process, it turns out that all the variables used have different contributions in each city. And in almost all cities that are used as research objects, their micro-enterprises still need a lot of improvement, even though the products of these micro-enterprises appear to be superior and in demand abroad. The study in this study used limited variables, not covering all variables related to global micro-enterprise management, due to space limitations and other technical constraints. The results of this study can be used as material for study and consideration as well as input for the local government of East Java in making programs related to increasing the competitiveness of micro-enterprises. The focus of the discussion in this research is slightly different from other studies, because the focus is on the development of regional products or local products that have the potential to develop in the international market. This type of paper is empirical-objective so it does not involve the subjective point of view of the researcher, measure, observe and analyze for solutions.

Keywords

Micro-enterprise, competitiveness, superior product, local product, categorical test (syntax)

Bibliography

I Putu Artaya. Born in Jakarta on June 29, 1966, obtained a master's degree in human resource management from Narotama University, Surabaya, in 2002. An economics degree in marketing management from the same campus, graduated in 1991. Besides teaching, he was also active in activities research, as a researcher and as a principal researcher. Other activities carried out are routine writing books, and the most phenomenal is the book entitled Salesmanship - Building a Sales Network.

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