

DAFTAR ISI

PENGARUH KOMPETENSI KEWIRAUSAHAAN DAN KEBERLANGSUNGAN USAHA TERHADAP KEUNGGULAN BERSAING PADA UMKM FASHION DI JALAN GUDANG SELATAN BANDUNG	Error! Bookmark not defined.
LEMBAR PENGESAHAN	Error! Bookmark not defined.
LEMBAR PERNYATAAN ORISINALITAS	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
<i>ABSTRACT</i>	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
DAFTAR ISI	1
DAFTAR TABEL	Error! Bookmark not defined.
DAFTAR GAMBAR	Error! Bookmark not defined.
DAFTAR LAMPIRAN.....	Error! Bookmark not defined.
BAB I PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang Masalah	Error! Bookmark not defined.
1.2 Identifikasi dan Rumusan Masalah	Error! Bookmark not defined.
1.2.1 Identifikasi Masalah.....	Error! Bookmark not defined.
1.2.1 Rumusan Masalah	Error! Bookmark not defined.
1.3 Maksud dan Tujuan Penelitian.....	Error! Bookmark not defined.
1.3.1 Maksud Penelitian	Error! Bookmark not defined.
1.3.2 Tujuan Penelitian.....	Error! Bookmark not defined.

1.4 Kegunaan Penelitian	Error! Bookmark not defined.
1.4.1 Kegunaan Praktis.....	Error! Bookmark not defined.
1.4.2 Kegunaan Teoritis	Error! Bookmark not defined.
1.5 Lokasi dan Waktu Penelitian	Error! Bookmark not defined.
1.5.1 Lokasi Penelitian	Error! Bookmark not defined.
1.5.2 Waktu Penelitian	Error! Bookmark not defined.

BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPO TESISError! Bookmark not defined.

2.1 KAJIAN PUSTAKA	Error! Bookmark not defined.
2.1.1 Kompetensi Kewirausahaan.....	Error! Bookmark not defined.
2.1.2 Keberlangsungan Usaha.....	Error! Bookmark not defined.
2.1.3 Keunggulan Bersaing	Error! Bookmark not defined.
2.1.4 Penelitian Terdahulu	Error! Bookmark not defined.
2.2 Kerangka Pemikiran.....	Error! Bookmark not defined.
2.2.1 Keterkaitan Kompetensi Kewirausahaan (X1) terhadap Keunggulan Bersaing (Y)	Error! Bookmark not defined.
2.2.2 Keterkaitan Keberlangsungan Usaha (X2) Keunggulan Bersaing (Y)	Error! Bookmark not defined.
2.2.3 Keterkaitan Kompetensi Kewirausahaan (X1) dan Kelanggan Usaha (X2) terhadap Keunggulan Bersaing (Y)	Error! Bookmark not defined.
2.5 Hipotesis	Error! Bookmark not defined.

BAB III OBJEK DAN METODELOGI PENELITIAN..Error! Bookmark not defined.

3.1 Objek Penelitian	Error! Bookmark not defined.
3.2 Metode Penelitian	Error! Bookmark not defined.
3.2.1 Desain Penelitian	Error! Bookmark not defined.
3.2.2 Operasionalisasi Variabel	Error! Bookmark not defined.
3.2.3 Sumber dan Teknik Penentuan Data	Error! Bookmark not defined.
3.2.4 Teknik Pengumpulan Data	Error! Bookmark not defined.
3.2.5 Uji Hipotesis	Error! Bookmark not defined.
LAMPIRAN	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.