ABSTRACT

The analysis of Learningg Orientation and Market Orientation on Competitive Advantage of In Cibaduyut shoes industry medium small district of Bojongloa Kidul Bandung

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The research was conducted on entrepreneurs Cibaduyut shoes industry medium small district of Bojongloa Kidul Bandung. The phenomena is the growing needs of consumers one of them needs to shoes, many furniture shoes that bring quality competition, one of the products offered by Cibaduyut shoes industry medium small district of Bojongloa Kidul Bandung is shoes. Marketing strategies used to attrac by using a strategy of personal selling and sales promotion. But what happens in reality in Cibaduyut shoes industry medium small district of Bojongloa Kidul Bandung it tends to decrease. The Competitive Adventage of this study was to determine how big the influence of Learning Orientation and Market Orientation on Competitive Adventage at the Cibaduyut shoes industry medium small district of Bojongloa Kidul Bandung.

The method used in this study is qualitative and quantitative methods. The unit of analysis in this study is the entrepreneurs who run their business in Cibaduyut shoes industry medium small district of Bojongloa Kidul Bandung, amounting to 828 people with a sample of 90 respondents. Statistical test used is the calculation of Pearson correlation, regression analysis, correlation, coefficient of determination, hypothesis testing, and also use the aid program SPSS 19.0 for windows applications.

The results of analyzes using multiple linear regression can be seen that Learning Orientation variables have a positive effect on Competitive Adventage in Cibaduyut shoes industry medium small district of Bojongloa Kidul Bandung Second, the variable Market Orientation have a positive effect on the Cibaduyut shoes industry medium small district of Bojongloa Kidul Bandung of Competitive Adventage. The analysis using the t test can be known Learning Orientation, and Market Orientation have a significant effect on Competitive Adventage in Cibaduyut shoes industry medium small district of Bojongloa Kidul Bandung. The analysis using the coefficient of determination of Learning Orientation and Market Orientation to simultaneously deliver a variable influence on Competitive Adventage by 56,9% while the remaining 49,1% of the influence of other variables that are not investigated.

Key words: Learning Orientation, Market Orientation, Competitive Adventage.