ABSTRACT

By : Rustandi Nim : 21211019 Title : The influence Market Orientation and Learning Orientation to Competitive Advantage on Sentra Rajut Binong Jati Bandung Under Guidance : Dr. Rahma Wahdiniwaty dra., MSi

Micro Small Medium Enterprises that continue to experience growth marked by the increasing number of SMEs that have sprung up to offer a wide range of products and innovative SMEs which one is experiencing such developments is the center of Sentra Rajut Binongjati Bandung, based survey beginning writers get issues contained in the study sites market orientation and learning orientation on competitive advantage and measure indicators of the variables in the study ini.Purpose of this study was to measure the extent of the relationship between market orientation and learning orientation on competitive advantage and compared with existing theories and concepts

The method used in this research is descriptive method verification, while the sampling technique used in this study is a random sampling, by random sampling to seventy-five shopkeepers in the center of Sentra Raju Binongjati analysis technique used is multiple regression equation least squares and menggunakant-statistical hypothesis test to test the partial regression coefficient and f-statistic to examine the effect together with a significant level of five percent.

Based on the results of the regression test revealed that the market orientation and learning orientation getting a positive relationship to competitive advantage in the center of Bandung Binongjati knitting. Hypothesis test results showed that simultaneous or partial market orientation and learning orientation together - the same effect on the competitive advantage.

Keywords : Market Orientation, Learning Orientation, Competitive Advantage