ABSTRACT

THE INFLUENCE OF LEARNING ORIENTATION AND PRODUCTION CAPABILITY OF THE BUSINESS STRATEGY

(survey at Shoes SME Center Cibaduyut Bandung)

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Micro small medium enterprises which continue to undergo development marked with the increasing number of umkm popping up by offering products that variegated and innovative that to which one umkm who undergo development was sentra shoes that were in bandung cibaduyut , based on the preliminary survey author get the problems that were found in locations research on the orientation of learning and the production capability against business strategy (survey on sentra shoes cibaduyut bandung) and measuring the indicators of variables on research

Methods used in this research is a method of descriptive verifikatif , while sampling techniques used in this research was random sampling , which is the withdrawal of the sampling method of at random against sixty-four a shopkeeper in bandung sentra shoes cibaduyut technique the analysis used is double regression with quadratic equations smallest and the hypothesis menggunakant-statistik to test the regression coefficient partial f-statistik to test keberartian the influence and taken together with a significant degree five percent

The test hypotheses said the acquisition and production capacity of variable influence significantly to business strategies simultaneously or partial

Key word : The orientation of the learning,the ability of production ,business strategy