

SKRIPSI

**PENGARUH KOMPETENSI STRATEGI DAN
KOMPETENSI ETIKA TERHADAP PERTUMBUHAN
USAHA UKM DI TANAH ABANG JAKARTA PUSAT
DENGAN KOMPETENSI JARINGAN SEBAGAI
VARIABEL MEDIASI**



UNTAR
Universitas Tarumanagara

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**SKRIPSI DIAJUKAN SEBAGAI SALAH SATU SYARAT UNTUK
MEMPEROLEH GELAR SARJANA EKONOMI**

**PROGRAM STUDI S1 MANAJEMEN
FAKULTAS EKONOMI & BISNIS
UNIVERSITAS TARUMANAGARA
JAKARTA
2020**

UNIVERSITAS
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JAKARTA

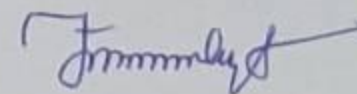
HALAMAN PERSETUJUAN SKRIPSI

NAMA : VENIA
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JUDUL SKRIPSI : PENGARUH KOMPETENSI
STRATEGI DAN KOMPETENSI
ETIKA TERHADAP
PERTUMBUHAN USAHA UKM DI
TANAH ABANG JAKARTA
PUSAT DENGAN KOMPETENSI
JARINGAN SEBAGAI VARIABEL
MEDIASI

Jakarta, Januari

2020

Pembimbing,



(Frangky Slamet, S.E., M.M.)

FAKULTAS EKONOMI DAN BISNIS
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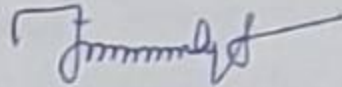
Judul Skripsi

Pengaruh Kompetensi Strategi dan Kompetensi Etika terhadap Pertumbuhan Usaha UKM di Tanah Abang Jakarta Pusat dengan Kompetensi Jaringan sebagai Variabel Mediasi
Telah diuji pada Ujian Skripsi dan Komprehensif tanggal 31 Januari 2020 dan dinyatakan lulus, dengan tim penguji yang terdiri atas:

1. Ketua : Ronnie Resdianto Masman, S.E., M.A., M.M.
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Jakarta, 3 Februari 2020

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ABSTRACT

UNIVERSITAS TARUMANAGARA
FAKULTAS EKONOMI & BISNIS
JAKARTA

(A) VENIA (115160104)

(B) PENGARUH KOMPETENSI STRATEGI DAN KOMPETENSI ETIKA TERHADAP PERTUMBUHAN USAHA UKM DI TANAH ABANG JAKARTA PUSAT DENGAN KOMPETENSI JARINGAN SEBAGAI VARIABEL MEDIASI

(C) xiii + 79 Halaman, 2020, 22 tabel, 2 gambar, 6 lampiran

(D) KEWIRAUSAHAAN

(E) ***Abstract:** The purpose of this research 1) to examine the influence between strategic competency on the business growth. 2) to examine the influence between ethical competency on the business growth. 3) to examine the influence between strategic competency on the network competence. 4) to examine the influence between ethical competency on the network competence. 5) to examine the influence of network competence as a mediation among strategic competency to business growth. 6) to examine the influence of network competence as a mediation among ethical competency to business growth. 7) to examine the influence between network competency on the business growth. Sample was selected using cross sectional method amounted to 50 respondents at Tanah Abang, Central Jakarta. The result of this study show that strategic competency has positive and significant effect to business growth, ethical competency has negative and not significant effect to business growth, strategic competency has positive and significant effect to network competence, ethical competency has positive and*

significant effect to network competence, there are positive and significant influence between strategic competency on business growth with network competence as a mediating variable, there are positive and significant influence between ethical competency on business growth with network competence as a mediating variable, and network competence has positive and significant effect to business growth.

- (F) Daftar Acuan 64 acuan (1959-2019)
- (G) Frangky Slamet, SE., M.M.