

## ABSTRAK

Penelitian ini dilakukan untuk melihat pengaruh dari *entrepreneurship*, *business strategy*, dan *business networking* terhadap *competitive advantage* pada usaha mikro, kecil dan menengah pada industri *FnB* di Jakarta, Bogor, Depok, Tangerang, dan Bekasi. Penelitian ini menggunakan metode penelitian dengan pendekatan kuantitatif dan teknik pengumpulan sampel *purposive sampling*. Jumlah responden dalam penelitian ini ada sebanyak 201 responden yang berasal dari wilayah Jabodetabek. Penyebaran kuesioner dilakukan dengan menggunakan media *Google Form*. Analisis dan pengujian data statistik dalam penelitian ini menggunakan aplikasi SmartPLS 4. Hasil dari penelitian ini menyatakan bahwa *entrepreneurship* memiliki pengaruh terhadap *business strategy*, *entrepreneurship* memiliki pengaruh terhadap *competitive advantage*, *business strategy* memiliki pengaruh terhadap *business networking*, dan *business networking* memiliki pengaruh terhadap *competitive advantage*. Sedangkan *business strategy* tidak memiliki pengaruh terhadap *competitive advantage*.

Kata kunci: *entrepreneurship*, *business strategy*, *business networking*, dan *competitive advantage*.



## ABSTRACT

*This research examines the impact of Entrepreneurship, Business Strategy and Business Networking for Competitive Advantage on small medium enterprises in FnB industry in Jakarta, Bogor, Depok, Tangerang, and Bekasi. This research uses quantitative research methods and purposive sampling. Total respondents in this research is 201 respondents from Jabodetabek area. The spread of the quationnaire is done using Google Form. Analysis and testing of statistical data in this research is using SmartPLS4 application. The result of this research study stated that entrepreneurship has an influence on business strategy, entrepreneurship has an influence on competitive advantage, business strategy han an influence on business networking, and business networking has an influence on competitive advantage. While business strategy doesn't has influence on competitive advantage.*

*Key words: entrepreneurship, business strategy, business networking, dan competitive advantage.*

