

The Effect of Market Orientation and Entrepreneurial Education on the Competitive Advantages of Textile Product SME's with the Geographical Perspective of Bandung City in Indonesia.

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Abstract: This study analyzes the effect of market orientation and entrepreneurial education on competitive advantage. The objective of this research is textile product UKM in Bandung City. The formulation of the research problem is how market orientation and entrepreneurial education affect competitive advantage partially and simultaneously. This study used 50 questionnaires that were distributed using quota sampling technique to textile product SMEs in Bandung as a sample. The research method used in this research is descriptive and verification research methods. The data analysis method used multiple linear regressions. The data analysis tool used was the Statistical Package for Social Science (SPSS) version 22.0. The results of data analysis indicate that the research hypothesis can be proven. The conclusion is that market orientation and entrepreneurial education have a positive and significant effect on competitive advantage. Market orientation has a positive and significant effect on competitive advantage and entrepreneurial education has a positive and significant effect on competitive advantage. Moreover, the market orientation and entrepreneurial education is found to have slight variations at diverse market locations due to the different perceptions of the consumers.

Keyword: entrepreneurial education, textile product SMEs, market orientation, significant effect.