

## Analisis faktor - faktor yang mempengaruhi strategi usaha kecil dan menengah di Kabupaten Semarang

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=130831&lokasi=lokal>

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### Abstrak

The purpose of this research is to proof that internal and external factor, entrepreneur skill and ethos are influence to the strategy which applied in the UKM of Kabupaten Semarang simultaneously and partially. Micro entrepreneur has great potency in the natioanl and local economic according to this free maerket period. However, it is ethos and competition still in the low level. The main cause of this problem come up from environmetal exertion factor, among them are internal and external factor also the entrepreneur skill. In order t solve this problem need an accurate strategy to survive. This research purposed to study the influence of external and internal environment, entrepreneur skill and ethos on the micro entrepreneur strategy in Kabupaten Semarang. A causal research has been done on 60 micro entrepreneurs through four dependent variables and one independent variable using SPSS. The result shown that internal and external factor, entrepreneur skill and ethos has significant influenced on the strategy that applied by the micro entrepreneur in Kabupaten Semarang partially or simultaneously.