

Analisis pengaruh citra merek global kualitas sistem operasional, dan pengembangan lingkungan lokal waralaba asing terhadap kinerja UKM lokal di Jakarta Selatan = The influence of franchisor's global brand name operational operational system quality, and local environment development towards SMEs business performance in South Jakarta

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Abstrak

Penelitian ini bertujuan untuk mengetahui Pengaruh Citra Merek Global , Kualitas Sistem Operasional, dan Pengembangan Lingkungan Lokal Waralaba Asing terhadap Kinerja UKM Lokal di Jakarta Selatan khususnya bisnis restoran dilihat dari persepsi pemilik UKM lokal. Teknik analisis data yang digunakan adalah Multivariate Regression. Hasil penelitian menunjukkan Citra Merek Global , Kualitas Sistem Operasional , dan Pengembangan Lingkungan Lokal Waralaba Asing memberikan pengaruh yang signifikan terhadap penurunan kinerja UKM lokal dilihat dari persepsi pemilik UKM lokal.

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This study aims to determine the influence of franchisor's Global brand name, operational system quality and local environment development towards SME business performance in South Jakarta's local restaurant based on Local Restaurant Owner's Perception. The data analysis technique used is Multivariate Regression. The results showed the franchisor's global brand name, operational system quality and local environment development significantly affect to SME's business performance reduction. Local restaurant in Jakarta need to be more competitive through global franchising which entered to the local market.