

Faktor kunci sukses perusahaan kecil dan menengah dalam menghindari kegagalan pada periode lima tahun pertama = Key success factors small and medium sized enterprise to avoid the failure in the first five years

Asrul Azis, author

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Abstrak

[ABSTRAK

Usia 5 tahun merupakan failure rate yakni usia dimana banyak perusahaan kecil dan menengah mengalami kegagalan (SBA, 2011; Suryana, 2001; Lupiyoadi, 2004).

Penelitian ini merupakan studi fenomena kualitatif yang bertujuan menggali faktor-faktor sukses yang berkontribusi terhadap kesuksesan perusahaan UKM dalam mengurangi tingkat kegagalan (failure rate) sekaligus meningkatkan kemampuan bertahan (survival rate) terutama dalam periode 5 tahun pertama.

Perusahaan-perusahaan yang menjadi objek investigasi merupakan perusahaan keluarga, yakni perusahaan perdagangan dan jasa, perusahaan kontraktor dan fabrikasi, perusahaan jasa penyuplai tenaga kerja, perusahaan Sistem Informasi & Teknologi (IT) serta perusahaan ekspedisi dan transportasi.

Setidaknya ada 49 faktor sukses yang berhasil diidentifikasi dari proses wawancara tersebut dimana sebahagian merupakan faktor sukses yang sudah teridentifikasi pada teori atau penelitian sebelumnya, sisanya merupakan faktor sukses baru yang belum teridentifikasi pada penelitian sebelumnya.

Dengan memahami faktor-faktor kunci sukses tersebut, pemilik usaha setidaknya akan memiliki panduan dalam mengurangi risiko kegagalan dan meningkatkan peluang mereka untuk sukses. Kenaikan tingkat keberhasilan UKM akan memiliki efek domino dalam menciptakan perubahan sosial yang positif dengan meningkatkan lapangan kerja, meningkatkan pendapatan penjualan, meningkatkan penerimaan pajak, dan mengurangi tingkat pengangguran. Dengan demikian akan terciptalah bisnis yang sukses berkelanjutan yang akan membawa keuntungan bagi karyawan, keluarga pengusaha, bisnis lain, masyarakat, maupun perekonomian nasional.;

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ABSTRACT

The first five years is the failure rate of the age in which many SME have failed (SBA, 2011; Suryana, 2001; Lupiyoadi, 2004).

Quantitative studies have been carried out in relation with this issue, but more detail research in the qualitative is still insufficient in order to see this phenomenon from the perspective of business owners, especially in family businesses.

This study is a qualitative study which aims to explore the phenomenon of KSF conducted by the SME?s owner to reduce the failure rate and increase survival rate, especially in the first 5 year period.

The companies that are the object of investigation are family small business owners that legally entitled to operate in the territory of the Republic of Indonesia. The company is engaged in different areas of businesses, i.e: trade and services company, contractor and fabricator, manpower supply services company (outsourcing), information system and technology (IT), freight forwarders and transportation company.

There are at least 49 KSFs were identified from the interview process where some of them has been identified on previous research, the rest is the new success factors that have not been identified in previous studies or literature.

By understanding the KSFs needed by SME, business owners will have guidance in reducing the risk of failure and increase their chances for success. The increase in the success rate of SMEs will have a domino effect in creating positive social change to increase employment, increase sales revenue, increase tax revenues and reduce the unemployment rate. So that it will creates a sustainable successful business that will bring benefits to employees, family businesses, other businesses, communities, and national economies.;The first five years is the failure rate of the age in which many SME have failed (SBA, 2011; Suryana, 2001; Lupiyoadi, 2004). Quantitative studies have been carried out in relation with this issue, but more detail research in the qualitative is still insufficient in order to see this phenomenon from the perspective of business owners, especially in family businesses.

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