

## ABSTRAK

Industri laundry di Kabupaten Jember mengalami pertumbuhan dengan 322 unit usaha yang tersebar di 31 kecamatan, namun demikian tidak semua pelaku usaha mampu mencapai keberhasilan secara optimal sehingga terdapat kesenjangan kinerja yang memerlukan kajian ilmiah. Penelitian ini bertujuan untuk menguji pengaruh orientasi kewirausahaan, kompetensi wirausaha, lingkungan bisnis, dan inovasi layanan terhadap keberhasilan usaha laundry di Kabupaten Jember. Penelitian menggunakan pendekatan kuantitatif *eksplanatory* dengan pengumpulan data melalui kuesioner terhadap 76 responden yang dipilih menggunakan teknik *proportionate stratified random sampling*, data diuji menggunakan uji asumsi klasik, dan dianalisis menggunakan regresi linear berganda dengan SPSS 27. Hasil penelitian menunjukkan bahwa orientasi kewirausahaan ( $t=6,298$ ;  $\text{sig}=0,000$ ), kompetensi wirausaha ( $t=3,933$ ;  $\text{sig}=0,000$ ), lingkungan bisnis ( $t=3,322$ ;  $\text{sig}=0,001$ ), dan inovasi layanan ( $t=2,996$ ;  $\text{sig}=0,004$ ) masing-masing berpengaruh positif dan signifikan terhadap keberhasilan usaha, serta secara simultan keempat variabel berpengaruh signifikan ( $F=9,962$ ;  $\text{sig}=0,000$ ) dengan kontribusi sebesar 35,9% ( $R^2=0,359$ ). Temuan ini menegaskan bahwa keberhasilan usaha laundry ditentukan secara sinergis oleh kemampuan sumber daya internal dan adaptasi eksternal pelaku usaha, sebagaimana dijelaskan dalam kerangka *Resource-Based View* (RBV).

Kata kunci: Inovasi Layanan; Keberhasilan Usaha; Kompetensi Wirausaha; Lingkungan Bisnis; Orientasi Kewirausahaan

## ABSTRACT

*The laundry industry in Jember Regency has experienced growth, with 322 businesses spread across 31 districts. However, not all businesses are able to achieve optimal success, resulting in performance gaps that require scientific study. This study aims to examine the influence of entrepreneurial orientation, entrepreneurial competence, business environment, and service innovation on the success of laundry businesses in Jember Regency. The study used a quantitative explanatory approach with data collection through questionnaires to 76 respondents selected using proportionate stratified random sampling techniques, the data were tested using the classical assumption test, and analyzed using multiple linear regression with SPSS 27. The results showed that entrepreneurial orientation ( $t=6.298$ ;  $sig=0.000$ ), entrepreneurial competence ( $t=3.933$ ;  $sig=0.000$ ), business environment ( $t=3.322$ ;  $sig=0.001$ ), and service innovation ( $t=2.996$ ;  $sig=0.004$ ) each had a positive and significant effect on business success, and simultaneously the four variables had a significant effect ( $F=9.962$ ;  $sig=0.000$ ) with a contribution of 35.9% ( $R^2=0.359$ ). This finding confirms that the success of a laundry business is determined synergistically by the capabilities of internal resources and external adaptation of business actors, as explained in the Resource-Based View (RBV) framework.*

*Keywords: Business Environment; Business Success; Entrepreneurial Competence; Entrepreneurial Orientation; Service Innovation*