

ABSTRAK

Perkembangan Usaha Mikro, Kecil, dan Menengah (UMKM) khususnya sektor makanan olahan mengalami persaingan yang semakin ketat, sehingga pelaku usaha dituntut untuk memiliki kemampuan dalam mengelola usaha, menciptakan inovasi produk, serta memanfaatkan teknologi digital sebagai strategi pemasaran. Usaha kue kering di Kecamatan Kaliwates Kabupaten Jember memiliki potensi yang besar, namun masih menghadapi berbagai kendala seperti keterbatasan kompetensi kewirausahaan, kurang optimalnya pengembangan inovasi produk, serta rendahnya pemanfaatan digital marketing yang dapat memengaruhi kinerja usaha. Penelitian ini bertujuan untuk menganalisis pengaruh kompetensi kewirausahaan, inovasi produk, dan digital marketing terhadap kinerja usaha kue kering di Kecamatan Kaliwates Kabupaten Jember.

Penelitian ini menggunakan pendekatan kuantitatif dengan desain penelitian kausalitas. Populasi dalam penelitian ini adalah pelaku usaha kue kering di Kecamatan Kaliwates Kabupaten Jember. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada responden penelitian. Analisis data yang digunakan meliputi uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji t, serta uji koefisien determinasi dengan bantuan software pengolah data statistik. Hasil penelitian menunjukkan bahwa kompetensi kewirausahaan, inovasi produk, dan digital marketing memiliki peran penting dalam meningkatkan kinerja usaha kue kering. Kompetensi kewirausahaan membantu pelaku usaha dalam mengelola bisnis, mengambil keputusan, dan membaca peluang pasar. Inovasi produk mampu meningkatkan daya tarik produk melalui pengembangan variasi rasa, kualitas, dan kemasan. Sementara itu, digital marketing membantu memperluas jangkauan pemasaran serta meningkatkan interaksi dengan konsumen. Penelitian ini memberikan kontribusi bagi pelaku UMKM kue kering di Kecamatan Kaliwates Kabupaten Jember agar dapat meningkatkan strategi pengelolaan usaha melalui penguatan kemampuan kewirausahaan, pengembangan inovasi produk, dan pemanfaatan pemasaran digital secara optimal.

Kata kunci: Kompetensi Kewirausahaan, Inovasi Produk, Digital Marketing, Kinerja Usaha, UMKM Kue Kering.

ABSTRAC

The development of Micro, Small, and Medium Enterprises (MSMEs), especially in the processed food sector, is facing increasingly intense competition. Therefore, business actors are required to have the ability to manage their businesses, create product innovations, and utilize digital technology as a marketing strategy. Dry cake businesses in Kaliwates District, Jember Regency have great potential; however, they still face several challenges, such as limited entrepreneurial competence, less optimal product innovation development, and the lack of digital marketing utilization, which may affect business performance. This study aims to analyze the effect of entrepreneurial competence, product innovation, and digital marketing on the business performance of dry cake enterprises in Kaliwates District, Jember Regency.

This study uses a quantitative approach with a causal research design. The population in this study consists of dry cake business owners in Kaliwates District, Jember Regency. Data collection was carried out through questionnaires distributed to the research respondents. The data analysis techniques used include validity test, reliability test, classical assumption test, multiple linear regression analysis, t-test, and coefficient of determination test with the assistance of statistical data processing software. The results of the study indicate that entrepreneurial competence, product innovation, and digital marketing play an important role in improving the performance of dry cake businesses. Entrepreneurial competence helps business owners manage their businesses, make decisions, and identify market opportunities. Product innovation is able to increase product attractiveness through the development of variations in taste, quality, and packaging. Meanwhile, digital marketing helps expand marketing reach and improve interaction with consumers. This research contributes to dry cake MSME actors in Kaliwates District, Jember Regency by providing strategies to improve business management through strengthening entrepreneurial competence, developing product innovation, and optimizing the use of digital marketing.

Keywords: *Entrepreneurial Competence, Product Innovation, Digital Marketing, Business Performance, Dry Cake MSMEs.*