

ABSTRAK

Tujuan penelitian ini adalah menganalisis pengaruh inovasi produk terhadap kinerja ekspor. Kinerja ekspor pada perusahaan-perusahaan mebel di Kabupaten Jepara saat ini masih relatif rendah dan cenderung semakin menurun. Implikasi hasil penelitian ini terhadap pengembangan teori dan terhadap implikasi manajerial dan implikasi kebijakan sebagai dasar pemecahan permasalahan penurunan kinerja ekspor UMKM mebel ekspor melalui inovasi produk, kepercayaan / *trust*, Kapabilitas Teknologi dan kemitraan.

Populasi Eksportir mebel di Jepara sejumlah 307 perusahaan, sampel yang diambil sejumlah 174 Perusahaan. Pada penelitian ini pengembangan model penelitian, pengujian model, dan pengujian hipotesis dilakukan dengan teknik analisis *Structural Equation Modeling* (SEM) dengan *software* statistik AMOS.

Hasil uji dari tiap-tiap hipotesis H₁ diperoleh nilai koefisien regresi (*estimate*) 0,335; nilai CR sebesar 2,921 dengan nilai p sebesar 0,003. Terbukti $p < 0,05$ dan nilai CR positif ($CR > 2,0$); dengan demikian H₁ diterima. H₂ Diperoleh nilai koefisien regresi (*estimate*) pada 0,468; nilai CR sebesar 4,645 dengan nilai p sebesar 0,000. Terbukti $p < 0,05$ dan nilai CR positif ($CR > 2,0$); dengan demikian H₂ diterima. H₃ diperoleh nilai koefisien regresi (*estimate*) 0,106; nilai CR sebesar 1,309 dengan nilai p sebesar 0,191. Terbukti $p > 0,05$ dan nilai CR positif ($CR < 2,0$); dengan demikian H₃ ditolak. H₄ diperoleh nilai koefisien regresi (*estimate*) 0,242; nilai CR sebesar 2,453 dengan nilai p sebesar 0,014. Terbukti $p < 0,05$ dan nilai CR positif ($CR > 2,0$); dengan demikian H₄ diterima. H₅ diperoleh nilai koefisien regresi (*estimate*) ; nilai CR sebesar 2,561 dengan nilai p sebesar 0,010. Terbukti $p < 0,05$ dan nilai CR positif ($CR > 2,0$); dengan demikian H₅ diterima. H₆ diperoleh nilai koefisien regresi (*estimate*) pada model kedua 0,159; nilai CR sebesar 2,096 dengan nilai p sebesar 0,036. Terbukti $p < 0,05$ dan nilai CR positif ($CR > 2,0$); dengan demikian H₆ diterima. H₇ diperoleh nilai koefisien regresi (*estimate*) 0,300; nilai CR sebesar 2,770 dengan nilai p sebesar 0,006. Terbukti $p < 0,05$ dan nilai CR positif; Dengan demikian H₇ diterima. Berdasarkan perhitungan uji intervening, tidak ada pengaruh tidak langsung yang signifikan inovasi produk terhadap kinerja ekspor melalui kemitraan dibuktikan dengan t_{hitung} 1,9237 dengan $p > 0,05$. Ada pengaruh tidak langsung yang signifikan kepercayaan terhadap kinerja ekspor melalui kemitraan dibuktikan dengan t_{hitung} 2,2420 dengan $p < 0,05$. Tidak ada pengaruh tidak langsung yang signifikan kapabilitas teknologi terhadap kinerja ekspor melalui kemitraan dibuktikan dengan t_{hitung} 1,9237 dengan $p > 0,05$.

Hasil penelitian ini, diperoleh temuan empirik bahwa model kinerja ekspor telah berhasil mengkonfirmasi hubungan kinerja ekspor mebel Kabupaten Jepara dengan variabel-variabel yang membentuknya untuk meningkatkan kinerja ekspor secara positif dan signifikan. Berdasar temuan-temuan empirik tersebut, dalam upaya untuk mengatasi permasalahan rendahnya kinerja ekspor dan untuk meningkatkan kinerja ekspor mebel di kabupaten Jepara maka perlu dilakukan peningkatan inovasi produk, kepercayaan, kapabilitas teknologi dan kemitraan.

Kata Kunci : *Kinerja Ekspor, Inovasi Produk, Kepercayaan, Kapabilitas Teknologi, Kemitraan*

ABSTRACT

The purpose of this study was to analyze the effect of product innovation on export performance. Export performances of furniture companies in Jepara Regency have been relatively low and tended to decline. The implications of this study refer to the theoretical development, managerial implication, and policy implication in order to solve problems in decreasing export performances of SMEs on export furniture through product innovation, trust, technology capability and partnerships. In this study, the population were 307 furniture exporters in Jepara; while the samples were 174 companies. Moreover, the research testing model and hypothesis testing were conducted using Structural Equation Modeling (SEM) analysis techniques with AMOS statistical software.

As the hypotheses test results, H1 obtained a regression coefficient (estimate) of 0.335; the value of CR was 2.921 with a p value of 0.003. It was proven that $p < 0.05$ and CR value (CR > 2.0) were positive, so H1 was accepted. Then, H2 resulted the regression coefficient (estimate) at 0.468 and the CR value was 4,645 with a p value of 0,000. Since $p < 0.05$ and CR value (CR > 2.0) were positive, so H2 was accepted. The result of H3 indicated the regression coefficient (estimate) at 0.106. The CR value was 1.309 with a p value of 0.191. This proved that $p > 0.05$ and CR value (CR < 2.0) were positive, thus H3 was rejected. The result of regression coefficient (estimate) for H4 was 0.242; and the CR value was 2.453 with a p value of 0.014. This proved $p < 0.05$ and CR value (CR > 2.0) were positive, so H4 was accepted. Moreover, H5 obtained the regression coefficient (estimate) and the CR value of 2.561 with a p value of 0.010. This evidenced that $p < 0.05$ and CR value (CR > 2.0) were positive so that H5 was accepted. The regression coefficient (estimate) in the second model was 0.159 for H6. The CR value was 2.096 with a p value of 0.036; this proved $p < 0.05$ and CR value (CR > 2.0) were positive, so H6 was accepted. Last, H7 obtained the regression coefficient (estimate) of 0.300; and the value of CR was 2.770 with a p value of 0.006. The results of $p < 0.05$ and CR value were positive; thus H7 was accepted. Referring to the intervening test calculation, there was no significant indirect effect of product innovation on export performance through partnerships. This was evidenced with t count of 1.9237 with $p > 0.05$. There was a significant indirect effect of trust on export performance through partnership as evidenced with t count of 2.2420 with $p < 0.05$. There was no significant indirect effect of technology capability on export performance through partnerships as evidenced with t count 1.9237 with $p > 0.05$. Empirically, this study found that the export performance model has succeeded confirming the relationships between the performance of furniture exports in Jepara Regency with the variables that are able to improve export performance positively and significantly. Therefore, it is essential to improve product innovation, trust, technological capabilities and partnerships in order to solve problems on the less performance of furniture exports in Jepara.

Keywords: Export Performance, Product Innovation, Trust, Technology Capability and Partnership, SMEs