ABSTRACT

Problem development of SME in Indonesia is indicated by important factors facing the country: limitation of capital, incompetence human resources, undeveloped technology and highly marketing position and competitors. According to basic principal of Tri Dharma Higher education institution or university (education, research and community development), higher education institution (HEI) or university should take a main role of solving the SME’s problem, due to the capability for sources of knowledge. In order to revitalize the SME surrounding, a higher education institution or university is hoped to transfer their knowledge to the SME’s, however they existed for this time being focused in education activities and research activities which are less relevant with problems of SME’s in Indonesia. This research concerns to transfer knowledge problem from HEI or university to SMEs by which allow us to analysis the relationship effectiveness of knowledge transfer from HEI or university to competitiveness of SME’s selected. This research focused on the selected SME as respondents whom activity on metal working industry, located closed to Waru Sidoarjo and Ceper Klaten. Survey is conducted to 10 latent variables consist of 8 independent variables and 2 dependent variables which are hypothetically important to be considered in effectiveness of knowledge transfer. The research shows that the main influence factors to effectiveness knowledge transfer from HEI or university namely the HEI or university characteristic and perspective, the industry characteristic and perspective, support structure, and type of knowledge. The non influence factors of knowledge transfer effectiveness found in this research are knowledge transfer mechanism, process control, and leadership. The environment uncertainty and knowledge transfer effectiveness seem to be important factors in getting influence to the SME’s competitive advantage. The conducted research also concludes that the model does not fit to deploy the knowledge transfer effectiveness of HEI or university to improve the competitive advantage of SME. Therefore model modification is required which in turn the model by that modification, would be getting fit.

Keyword: SME, knowledge transfer, competitive advantage, SEM

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