

ABSTRACT

The creative industry is an integral part of the creative economy. The creative economy can be regarded as a system of supply and demand transactions sourced from economic activities that are driven by an industrial sector called the creative industry. There are sixteen sub-sectors of creative industry according to the Ministry of Trade in 2008. One of the highlights to be discussed is the sub-sector of the creative fashion industry.

This study analyzes the factors that influence the competitiveness of creative fashion industry in Semarang City. The purpose of this study is to analyze the influence of each variable, Technology, Bureaucracy, and Competitive Strategy to Competitiveness. Data collected through questionnaire method to 51 respondents the owners of creative fashion industry in Semarang City. Data is transformed by using the MSI Method to convert from ordinal data to Interval. Then analyzed the data obtained in the form of quantitative analysis and qualitative analysis. Quantitative analysis includes validity and reliability test, classic assumption test, hypothesis test via F test and t test and test of determination coefficient analysis (R^2). Data analysis technique used is multiple linear regression analysis that serves to prove the research hypothesis.

The results of the analysis found that the three factors, technology, bureaucracy, and Competitive strategy have a positive and significant impact on competitiveness. Then via the F test can be seen that the variables Technologies, Bureaucracy, and Competitive Strategy have a significant jointly in Competitiveness. Figures Adjusted R square of 0.882 indicates that 88.2 percent of competitiveness variation can be explained by the three independent variables used in the regression equation. While the rest of 11.8 percent is explained by other variables outside the three variables used in this study

Keywords : technology, bureaucracy, competitive strategy, competitiveness, multiple linear regression analysis