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## ANALYSIS OF THE EFFECT OF EXPORT SMEs COMPETENCES ON EXPORT SMEs' PERFORMANCE IN BANDUNG

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### ABSTRACT

Bandung City has given birth to many actors of Small and Medium Enterprise (SMEs) with creative products that have been known throughout the country. It is proved by the number of SMEs, at least 4.425 existed in Bandung. Regardless of the export value growth of SMEs in Indonesia which was growing very well, the development on the export industry of Bandung City, especially the volume of exports has to be at the lowest points in the range of 2009 - 2012, after a dramatic increase in 2006, which increases again in 2013. While the exports value, tend to be more stable but this export values can not sustain its growth for more than 4 years, before finally turning to a decline in the 5th year. Based on these facts it can be said that the performances of export industry in Bandung City is still unstable. The export performance needs to be improved while maintaining the export growth from year to year growing steadily, considering to preparation of AFTA 2015. The purpose of this research was to determine and analyze how is the competencies of export SMEs, performance of export SMEs in Bandung and how do the competencies of export SME owners give impact to the performance of export SMEs in Bandung.

This research uses descriptive and verification methods. Data collected by spreading questionnaires to 36 correspondents who are the owner of export SMEs in Bandung City as the samples. The data obtained were analyzed using statistical formulas, by using simple regression analysis that the process carried out with SPSS version 23.

The results from this study were obtained as follows: (i) The competences possessed by export SMEs in Bandung which consist of language skills, the ability to use the internet, and technical capabilities related to product quality, overall in the level that still need improvements, (ii) international performance of export SME is still need for improvement, especially from the financial perspective, given the financial performance is still considered weak in implementation. Coupled with international performance indicators which are still weak, is was the introduction of products to the consumers from a marketing perspective, it would require strategies to improve these aspects. (iii) SMEs' competencies gave a significant