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Tema Utama:
"Inovasi dan Kewirausahaan untuk
Kemakmuran dan Kedaulatan Bangsa"



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**Rector,
Universitas Padjadjaran**

On behalf of Universitas Padjadjaran, please allow me to extend our warmest greetings to all distinguished guests and participants of Simposium Kebudayaan Indonesia-Malaysia (SKIM XIII). It is an honor to host this very important symposium which has been continuously organized by Universitas Padjadjaran and Universiti Kebangsaan Malaysia. I would like to congratulate and deeply appreciate the committee for their excellent works in organizing this biannual symposium. This event is also part of the 56th anniversary commemoration of Universitas Padjadjaran.

Since issues relating to innovation, creativity, and entrepreneurship in higher education are emerging, we considered these issues to be very vital for education as well as country development especially in making contribution to a better nation's prosperity and sovereignty. Universitas Padjadjaran has start to put the strategy to include innovation and entrepreneurship scheme through interdisciplinary researches, educations, community services and professional practices to increase the capacity building, competitiveness and empowerment of our human resources.

Through this symposium, we will rich our knowledge by discussing and witnessing the progress that have been made in the area related to innovation, creativity and entrepreneurship from different aspects. I believe that participants of this symposium are entirely enthusiastic and will have the opportunity to forge personal connections and build bridges between institutions that could evolve into long-lasting and meaningful academic collaboration. On the other hand, I do hope the participants will also take time to enjoy fascinating Bandung with its tropical setting, friendly people, and various cultural cuisines.

Finally, I wish you all a very successful symposium. I hope the outcome of this symposium will give substantial benefits for the nations and global welfare.

Bandung, November 2013

Prof. Ganjar Kurnia

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THE EFFECT OF INFORMATION TECHNOLOGY ON THE COMPETITIVENESS OF SMALL AND MEDIUM ENTERPRISES

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Abstract

This paper investigates the effect of information technology on the competitiveness of the small and medium enterprises. This research surveys the small and medium enterprises in Cimahi City of Bandung Barat District, Jawa Barat. Relevant indicators forming the information technology and competitiveness are constructed using the factor analysis. Furthermore, this research uses path analysis to investigate the effect of information technology on the competitiveness.

This research found that the information technologies in small and medium enterprises such as computer and internet are used for some purposes such as administration, marketing, production, and other activities related to the business. Furthermore, the information technology affects positively the competitiveness of the small and medium enterprises in Cimahi city.

Keywords: competitiveness, small and medium enterprises, information technology, path analysis, factor analysis

The Effect of Information Technology on the Competitiveness of Small and Medium Enterprises***

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Abstract

This paper investigates the effect of information technology on the competitiveness of the small and medium enterprises. This research surveys the small and medium enterprises in Cimahi City of Bandung Barat District, Jawa Barat. Relevant indicators forming the information technology and competitiveness are constructed using the factor analysis. Furthermore, this research uses path analysis to investigate the effect of information technology on the competitiveness.

This research found that the information technologies in small and medium enterprises i.e. computer and internet are used for some purposes such as administration, marketing, production, and other activities related to the business. Furthermore, the information technology has a positive and significant contribution on the competitiveness of the small and medium enterprises in Cimahi city.

Keywords: competitiveness, small and medium enterprises, information technology, path analysis, factor analysis

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