

## **PENGARUH FAKTOR INTERNAL-EKSTERNAL, INOVASI DAN KINERJA KOPERASI TERHADAP DAYA SAING BISNIS**

### *Abstract*

*Cooperatives existence in Indonesia should have been relatively mature to this day and able to deal with existing business competitiveness. However, it occurs that many cooperatives in Indonesia are not able to compete with other business units and even go bankrupt. The aim of this study is to discover the influence of external-internal factors, innovation and cooperative performance partially or simultaneously on business competitiveness. Cooperative as economic business entities are also comply to the law of economics, signifies that the cooperative must also have professionalism, management, cooperative independency and ideal performance as other business entities. However, in many developing countries cooperatives Failed due to poor performance of cooperatives and other factors namely external-internal factors, innovation and performance. This research was conducted at some cooperatives in Bogor by taking a sample of 100 cooperatives of various types of businesses. This study was tested through four independent variables and one dependent variable. Tests were carried out using SPSS statistical analysis program. The result shows that the partial internal factors and innovations have a significant effect on business competitiveness, while external factors and performance done partially showed no significant effect on business competitiveness. However, external-internal factors, innovation and performance will have a significant effect on business competitiveness if applied simultaneously.*

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