

ABSTRACT

The area that is known as a producer of famous leather products in Indonesia is Garut Regency, which is centered in Sukaregang village, but Sukaregang leather industry entrepreneurs, Garut do not yet have good entrepreneurial competence and have not been aggressive in marketing their products through digital marketing, so they have not yet achieved a competitive advantage in the industry.

This research aims to determine the influence of entrepreneurial competence and the use of social media marketing on the competitive advantage of leather industry entrepreneurs in Sukaregang, Garut.

The phenomena in this research were explored using quantitative research methods, descriptive and causal research types. The sample used was Non Probability Sampling with purposive sampling technique and the number of samples in this study was 206 respondents. Data was collected through questionnaires to leather industry entrepreneurs in Sukaregang, Garut. Processed using a quantitative approach through descriptive analysis, Classic Assumption Test, and Multiple Linear Regression analysis using SPSS 26 statistical tools.

Based on the processing results, it is known that entrepreneurial competence and the use of social media marketing have a significant influence both partially and simultaneously on competitive advantage. Thus, the greater the influence exerted by entrepreneurial competence and the use of social media marketing on leather industry entrepreneurs, the greater the competitive advantage will be to achieve company goals.

It is hoped that the results of this research can be used as an evaluation regarding entrepreneurial competence and the use of social media marketing, especially in the Sukaregang leather industry, Garut. Apart from that, this research can be used as a direction in increasing competitive advantage. This increase in competitive advantage really supports the realization of company goals and the development of the leather industry.

Keywords: Entrepreneurial Competence, Social Media Marketing, Competitive Advantage, Leather Industry