ABSTRAK

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang berperan dalam keberhasilan usaha kuliner mie ayam di Kecamatan Menganti, Kabupaten Gresik, mendeskripsikan cara pelaku usaha mengelola faktor internal dan eksternal dalam mempertahankan keberhasilan usaha, serta menganalisis persamaan dan perbedaan strategi yang diterapkan oleh ketiga usaha mie ayam dalam mempertahankan daya saing dan keberlanjutan usaha. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan desain studi multikasus. Objek penelitian terdiri atas tiga usaha mie ayam yang dipilih secara purposive berdasarkan kriteria berada di Kecamatan Menganti, telah beroperasi sekurang-kurangnya dua tahun, masih aktif, pemilik terlibat langsung dalam pengelolaan usaha, dan bersedia memberikan informasi penelitian. Data diperoleh melalui wawancara semi-terstruktur, observasi, dan dokumentasi. Analisis data dilakukan melalui kondensasi data, penyajian data, penarikan dan verifikasi kesimpulan, analisis dalam kasus, serta analisis lintas kasus.

Hasil penelitian menunjukkan bahwa keberhasilan usaha mie ayam tidak ditentukan oleh satu faktor saja, tetapi merupakan hasil dari kombinasi dan pengelolaan berbagai faktor internal dan eksternal. Faktor yang menjadi fokus penelitian meliputi kualitas produk, kualitas pelayanan, lokasi usaha, modal usaha, inovasi produk, digital marketing, pengalaman usaha, manajemen keuangan, loyalitas pelanggan, dan kemampuan kewirausahaan. Ketiga usaha menunjukkan adanya persamaan dan perbedaan dalam mengelola sumber daya, mempertahankan pelanggan, menghadapi persaingan, melakukan inovasi, serta memanfaatkan peluang pasar. Perspektif *Resource Based View (RBV)* digunakan untuk memahami bagaimana sumber daya usaha dapat menjadi sumber keunggulan bersaing, sedangkan teori kewirausahaan digunakan untuk menjelaskan peran pemilik dalam mengenali peluang, mengambil keputusan, melakukan inovasi, dan mengelola risiko.

Dengan demikian, keberhasilan usaha mie ayam di Kecamatan Menganti berkaitan dengan kemampuan pemilik dalam mengombinasikan sumber daya internal dengan kondisi eksternal serta menerapkan strategi usaha yang sesuai dengan karakteristik masing-masing usaha. Penelitian ini diharapkan dapat memberikan kontribusi bagi pengembangan kajian manajemen dan kewirausahaan serta menjadi masukan praktis bagi pelaku usaha kuliner dalam mempertahankan daya saing dan keberlanjutan usaha.

Kata kunci: keberhasilan usaha, usaha kuliner, mie ayam, UMKM, Resource Based View, kewirausahaan.

ABSTRACT

This study aims to analyze the factors contributing to the success of chicken noodle culinary businesses in Menganti District, Gresik Regency, to describe how business owners manage internal and external factors in maintaining business success, and to analyze the similarities and differences in strategies implemented by the three chicken noodle businesses to maintain competitiveness and business sustainability.

This study employs a descriptive qualitative approach with a multiple-case study design. The research objects consist of three chicken noodle businesses selected purposively based on several criteria, including being located in Menganti District, having operated for at least two years, remaining active during the research period, involving the owner directly in business management, and being willing to provide research information. Data were collected through semi-structured interviews, observations, and documentation. Data were analyzed through data condensation, data display, conclusion drawing and verification, within-case analysis, and cross-case analysis.

The findings indicate that the success of chicken noodle businesses is not determined by a single factor but results from the combination and management of various internal and external factors. The factors examined include product quality, service quality, business location, business capital, product innovation, digital marketing, business experience, financial management, customer loyalty, and entrepreneurial capability. The three businesses demonstrate both similarities and differences in managing resources, retaining customers, responding to competition, developing innovations, and utilizing market opportunities. The Resource Based View (RBV) perspective is used to understand how business resources can become sources of competitive advantage, while entrepreneurship theory explains the role of business owners in identifying opportunities, making decisions, innovating, and managing risks.

In conclusion, the success of chicken noodle businesses in Menganti District is associated with the owners' ability to combine internal resources with external conditions and implement business strategies appropriate to the characteristics of each business. The findings are expected to contribute to the development of management and entrepreneurship studies and provide practical insights for culinary business owners in maintaining competitiveness and business sustainability.

Keywords: business success, culinary business, chicken noodles, MSMEs, Resource Based View, entrepreneurship.