F. CONCLUSION AND RECOMMENDATION

The basic aim of this empirical research is to examine APP framework in empirical world. To know the kind of question items accepted as indicator of small business competitiveness is conducted a survey by using questionnaire to small business owner in Surabaya. As the question items in questionnaire is arranged according to APP framework so that if any invalid items will not change "building blocks of APP framework" it can be stated that in small business competitiveness context of small business owner perception is suitable with APP framework.

Conclusion:

1. The invalid question item doesn’t change the APP Competitiveness Basic Building Blocks that are competitive assets aspect, competitive process aspect, and competitive performance aspect. This finding support the opinion of Momaya (1998) about Basic building blocks of the competitiveness model.

2. In variable level of each aspect, the invalid question items can give various impact. The invalid question item doesn’t change the existance variable in Competitive Assets Aspect. Therefore competitive Assets Variable is the same as in Conceptual Framework that consists of Human Resources Variable, Technology Variable, and Financial Variable.

In competitive Processes Aspect, the invalid question item in this aspect make a failed impact Purchasing Processes variable as one of Processes aspect.

For competitive performance aspect, the invalid question item in this aspect make a failed impact value creation as one variable of performance aspect.

1. According to the competitiveness indicators, the business owners perception is appropriately fitted with APP Framework.

Recommendation

1. Due to small sample size, this empirical research was to present as a preliminary study: that’s why should be carefull to interprete of this “small research” findings.

2. Future research should include the following:
   a. Attempt to increase the sample size to capture a better representative research in the future.
   b. The increased sample size should be analyzed according to sectors.
   c. Case studies could be conducted to support or otherwise reject the findings of this study.

REFERENCES


http://www.oxfordreference.com/views/ENTRY.html. subview-Mainentry-t18.e1333>

Man,TWY et.al (1993) "Conceptualization of SMEs Competitiveness : A Focus on
Entrepreneurial Competencies"Working Paper,Department of Management ,Hong Kong
Polytechnic University.

Momaya,K (1998) "Evaluating International Competitiveness at the Industry Level",Vikalpa,
vol 23, No. 2, April-June.

Momaya,K and Selby,K (1998 ),"International Competitiveness of the Canadian Construction
Industry: a Comparison with Japan and the United States" ,Canadian Journal of Civil
Engineering, August,Vol 25, No 4 ,Ottawa, Canada.

Sekaran,Uma (1992)."Research Methods for Business : A Skill Building Approach" ,2nd
dition, John Willey & Sons inc, New York ,USA.


Tambunan (2008), "Ukuran Daya Saing Koperasi dan UKM", http://www.kadin-

2005,UK