

The Role of Innovation and Product Quality in Increasing Competitive Advantage

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Abstract- This study is intended to test the influence of Product Innovation and Product Quality on Competitive Advantage in Leather Craft MSMEs in Sukaregang Garut Regency. The purpose of this study is to find out the influence of Product Innovation and Product Quality on Competitive Advantage in Sukaregang Leather Handicraft MSMEs in Garut Regency. The population in this study are MSME actors in the Leather Crafts of Garut Regency. The research method used in this study uses a quantitative approach with a non-experimental or survey research design. The sample used in this study is as many as 71 respondents, this study uses a questionnaire as a research tool distributed directly and using a google form to the respondents then processed using SPSS version 25 using the purposive sampling technique. This study uses a research instrument test, a classical assumption test, a multiple linear test and a hypothesis test. The results of the study stated that the product innovation variable had an influence of 23.7% on competitive advantage. The product quality variable has an influence of 22.9% on competitive advantage, and the variable of product innovation and product quality simultaneously has an influence of 28% on competitive advantage and 72% is influenced by other variables not mentioned in this study.

Keywords: Product Innovation, Business Performance, Entrepreneurial Orientation.

I. INTRODUCTION

In Indonesia, the development of Micro, Small and Medium Enterprises (MSMEs) is faced with a number of challenges from changes that occur at the national and international levels, one of which is the inevitable competition, so that everyone needs to know and understand the needs and changes in the market, and the condition of competitor products to be able to compete in the market. This makes competition in Micro, Small and Medium Enterprises (MSMEs) increasingly difficult and the drive to compete is growing. Therefore, Micro, Small and Medium Enterprises (MSMEs) need to make a plan to face competition that is based on competitive advantages [1].

The research gap in this study includes, product innovation in other studies has a significant impact on competitive advantage [2]. While other studies Product innovation does not affect competitive advantage, because this study states that competitive advantage will not increase or decrease even though product innovation changes [3].

Micro, Small and Medium Enterprises (MSMEs) are an economic sector that has provided a lot of positive dedication in building the Indonesian economy [4]. The existence of Micro, Small and Medium Enterprises (MSMEs) in Indonesia is very important for the Indonesian economy and is considered the core of the Indonesian economy, contributing more than 60% of GDP, or around IDR 8,573 trillion each year. In addition, Micro, Small and

Medium Enterprises (MSMEs) contribute 97% of the total Indonesian workforce or 116 million people. The role of Micro, Small and Medium Enterprises (MSMEs) is very important for the Indonesian economy, so it is very important to know how many and how much growth there is [5]. Support for the development of Micro, Small and Medium Enterprises (MSMEs) must be carried out. The development of Micro, Small and Medium Enterprises (MSMEs) is one solution that can overcome economic problems and unemployment problems [6]. The following is data on Micro, Small and Medium Enterprises (MSMEs) in Indonesia in 2018-2023:



Source : [8]

Figure 1 Number of MSMEs in Indonesia

Based on the data shown in Figure 1, there is a fluctuation in the number of Micro, Small and



Medium Enterprises (MSMEs) in Indonesia from 2018 to 2023. Initially, in 2018 the number of MSMEs reached 65,190,000 units, then increased to 65,470,000 units in 2019. However, the number decreased to 64,000,000 units in 2020. However, in 2021, the number of MSMEs increased again to 65,460,000 units, but in 2022 it decreased to 65,000,000 units. Finally, in 2023, the number of Micro, Small and Medium Enterprises (MSMEs) increased again to 66,000,000 units.

Regency has various Micro, Small and Medium Enterprises (MSMEs) ranging from food to creative industries [8]. Garut Regency has several superior products such as leather tanning and leather crafts [9]. Garut Regency is an area known as a producer of leather crafts [10].

Leather crafts made by Sukaregang, Garut, are famous everywhere and are a favorite of many tourists [11]. Garut Regency is seen as having great potential to become a leather center for fashion products. With this potential, Garut Regency is expected to be further developed into a large leather industry center [12]. Some of the challenges faced by Micro, Small and Medium Enterprises (MSMEs) Leather Crafts in Sukaregang include the existence of very cheap imported products, which causes a decrease in demand for local leather products, as well as limited supply of the main raw material in the form of domestic raw leather [13].

Competitive advantage can be obtained when Micro, Small and Medium Enterprises (MSMEs) have innovation, one of which is product innovation. In line with previous studies, product innovation is among the many factors that influence competitive advantage [14]. Innovation can be in the form of ideas, practices or new goods made by individuals or groups. Product innovation will expand the types of products, benefits, or factors enjoyed by consumers, and ultimately improve product quality according to customer expectations. [14].

In this way, product innovation does not affect competitive advantage, because this study states that competitive advantage will not increase or decrease even if product innovation changes.

II. LITERATURE REVIEW

2.1 Understanding Competitive Advantage

The competitive strategy a company uses to take advantage of something is known as competitive advantage. Competitive advantage here refers to specific activities undertaken by a company to gain an

advantage over its competitors [16]. The success of a strategy is determined primarily by its suitability to changing environmental, competitive, and organizational conditions [15]. A company can achieve competitive advantage when customers can understand how its products differ from those of competitors, and product differences directly affect the capabilities of the company and its competitors [16].

Competitive advantage is the company's ability to optimize all its resources to make goods that are superior in all aspects compared to competitors, creating customer satisfaction and increasing market share [17]. Competitive advantage is the creation of a system that provides special appeal compared to other competitors by providing added value to customers optimally and consistently [18].

Competitive advantage can be interpreted as a combination of company activities to design, produce, market and distribute to consumers a product that offers more advantages than its competitors [19]. Competitive advantage can be achieved when consumers get a fixed difference in the main characteristics of the product produced compared to competitors and the difference arises from direct differences in the capabilities of producers and competitors [20].

Thus, competitive advantage aims to make a product better and have added value than products made by competitors so that customers feel satisfied, competitive advantage also provides and creates products that are superior to other products.

2.2 Product Innovation

Product innovation is a combination of various processes that influence each other [21]. Product innovation is a combination of knowledge about new products with new ideas that produce unknown production processes or big concepts that collect relevant information between input and output [22]. Product innovation goes hand in hand with product creation. Types of product innovation are new products, including original products, improvements, developments and product brands to be developed through research and development [23].

Product innovation is the development or improvement of products by solving problems for consumers, customers, businesses or society in general. Many of these innovations can involve new technologies, or simply incremental improvements to existing ones [24]. Product innovation is a key business strategy in providing value to consumers and



achieving competitive advantage that will directly impact the success of the company as indicated by increased revenue, profits and number of customers [25].

Thus, product innovation is created to develop new products or update old products and the innovation process often involves new technology. Product innovation is creating, changing or developing products to be better and have novelty.

2.2 Product Quality

Product quality is a set of criteria for a product or service to be able to meet a need, it is about understanding the combination of durability, reliability, accuracy, maintenance and other characteristics of a product [26]. Product quality refers to a company's efforts and abilities in providing consumer satisfaction. Because consumer satisfaction is not just a physical form or something [27].

Product quality is a combination of characteristics that determine how well a product is able to meet customer requirements or evaluate how well it meets customer needs [28]. Product quality refers to the extent to which a product meets or exceeds customer expectations and needs. It is an attribute or characteristic of a product that is measured against certain standards [29].

Thus, the product offered to the market with the product's ability to perform its function well to meet the needs, desires and attract the attention of customers and customers can feel satisfied with the product offered is called product quality.

III. RESEARCH METHODS

Research design is a stage designed to collect, measure, and analyze data designed to answer certain questions [30]. This study applies a quantitative approach with the intention of determining how competitive advantage is influenced by product innovation and product quality of Sukaregang leather UMKM, the data is presented in the form of numerical data and analyzed statistically with a research design using non-experimental/survey and correlational research types. Surveys are systems used to collect information from individuals [30]. Correlation research is a study with the intention of finding the relationship between two or more variables in one research object [31].

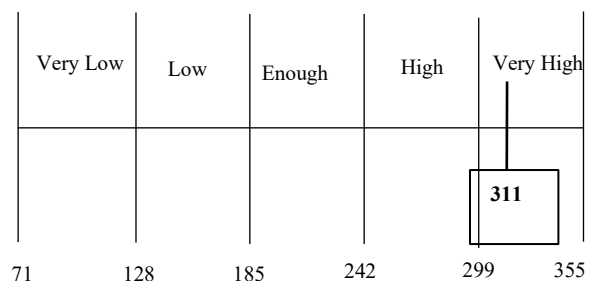
Participants in this study were Leather Craft UMKM located in Sukaregang, Garut Regency. An appropriate sampling strategy is needed to provide a sample that truly represents the population. In sampling, the technique used is a non-probability

technique with drawing using purposive sampling [34]. The method of collecting data for this study used a survey to the Sukaregang leather craft UMKM actors by distributing questionnaires. Questionnaires are a data collection method that supports researchers in understanding behavior, views, beliefs, and other aspects that may be influenced by the organizational structure plan [32]. Data analysis in quantitative research includes the collection, analysis, and interpretation of numerical or number data [30].

IV. RESULTS AND DISCUSSION

This study uses a questionnaire as a research instrument. Data is distributed directly to respondents and distributed online via google forms to 71 Micro, Small and Medium Enterprises (MSMEs) of Sukaregang Leather Crafts in Garut Regency who are considered relevant to the problems related to the study. In the questionnaire, measurements are carried out using a Likert scale.

The level of measurement of the product innovation variable, that the largest value in the product expansion indicator in the product innovation variable obtained a score of 311. The score value is from the largest value on the question item from the product innovation variable with the statement item "The need for product expansion to meet the changing needs of consumers". The score value obtained will be represented in the form of the following continuous line:



Source: [36]

Figure 2 Continuum Line of Product Innovation Indicators

Based on Figure 2, the product innovation variable continuum line is explained and the respondent's answer score of 311 is included in the "Very High" category because the value is in the interval between "299 - 355". This study conducted a normality test to find out that the residuals in the multiple regression model are normal. This is done by looking at the residual values of the multiple linear regression model using the One Kolmogorov-Smirnov Test.



Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		71
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.60545717
Most Extreme Differences	Absolute	.089
	Positive	.072
	Negative	-.089
Test Statistics		.089
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: [36].

Based on table 1 above, the Kolmogorov-Smirnov normality test shows that it is significant (sig) is $0.200 > 0.05$. This indicates that all data collected in this study are normally distributed. Thus, it can be concluded that all data collected in this study has met the assumption of normality.

Table 2. Multiple Linear Regression Coefficients

Coefficients ^a					
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.
		B	Std. Error		
1	(Constant)	8,356	3.274	2,552	.013
	product innovation	.525	.239	.301	2.198
	product quality	.308	.151	.280	2.045

a. Dependent Variable: competitive advantage

Source: [36]

Based on the multiple linear regression equation above, it can be explained that the constant value of 8.356 indicates that the competitive advantage value will remain 8.356 if there is no influence from independent variables such as product innovation (X_1) and product quality (X_2) on competitive advantage. This value shows a positive influence of 0.525. This shows that if product innovation increases by 1%, competitive advantage (Y) increases by 0.525, assuming other independent variables are constant. The value of the product quality regression coefficient (X_2), namely 0.308. This value shows a positive influence of 0.308. This shows that if product quality increases by 1%, competitive advantage (Y) increases by 0.308, assuming other independent variables are constant.

Table 3. Anova Effect of Product Innovation and Product Quality on Competitive Advantage

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	184,755	2	92,378	13,219
	Residual	475,188	68	6.988	
	Total	659,944	70		

a. Dependent Variable: competitive advantage

b. Predictors: (Constant), product quality, product innovation

Source: Source: [36].

The second analysis of the Simultaneous Test (F) was conducted to determine whether the two independent variables, namely product innovation (X_1) and product quality (X_2), affect competitive advantage (Y) as a dependent variable. Based on the results of the study, there is a third hypothesis tested, namely H3 : Product Innovation and Product Quality have an influence on competitive advantage . The Sig. value is $0.000 < 0.05$ and the calculated F value is $13.219 > F_{table} 3.130$. This means that H3 is accepted or it can be concluded that product innovation (X_1) and product quality (X_2) have a simultaneous influence on competitive advantage (Y).

Table 4. Summary Model of the Relationship between Product Innovation and Product Quality to Competitive Advantage

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.529 ^a	.280	.259	2,643

a. Predictors: (Constant), product quality, product innovation

b. Dependent Variable: competitive advantage

Source: [36]

The third analysis was conducted to determine the level of influence between product innovation (X_1) and product quality (X_2) on competitive advantage (Y). The R value is 0.529. The R^2 value is 0.280, which is the coefficient of determination, which means that competitive advantage is influenced by product innovation (X_1) and product quality (X_2) by 28%. So the rest is influenced by other variables not mentioned in this study by 72%.

Innovative products will build and strengthen the competitive advantage of a product. Innovation in products is a key factor for success in the market, because today's customers are very detailed in



choosing products. Because they are not only looking for high-quality and affordable products, but also have innovation [33]. In line with research conducted by [34], which states that to achieve competitive advantage, companies can create it by innovating the products they produce.

This will also apply to Sukaregang Leather Craft UMKM in Garut Regency when UMKM creates innovation in its products, it will automatically have a competitive advantage. The results of this study are in accordance with previous research in [35], which was conducted on Fashion UMKM in Cisaat District, Sukabumi Regency, where product innovation has an influence on competitive advantage.

If Sukaregang Leather Craft UMKM wants to be superior in competing compared to its competitors, they must continue to pay attention to the quality of their products. Product quality plays an important role in business success because it can have a direct impact on sales of Sukaregang Leather Craft UMKM, Garut Regency. Product quality includes all aspects of product or service characteristics and the ability to meet expressed or implied needs. Excellence in product or service quality is the main aspect sought by consumers from every producer [36].

This research is in accordance with previous research in [37], a case study at the SAE Pujon Milk Cooperative, Malang Regency, which stated that product innovation and product quality have a simultaneous influence on competitive advantage.

Thus, Sukaregang Leather Craft UMKM in Garut Regency must consistently innovate their products by introducing new designs and utilizing the latest technology to meet the needs of the ever-growing market. In addition, it is very important for Sukaregang Leather Craft UMKM to maintain and even improve the quality of its leather products through strict quality control and the use of the best raw materials.

V. CONCLUSIONS AND SUGGESTIONS

This study tests or analyzes the influence of product innovation and product quality on the competitive advantage of Sukaregang Leather Craft MSMEs in Garut Regency. MSMEs that continue to innovate their products have a greater chance of winning the competition because they are able to meet the ever-changing needs and desires of customers. Product innovation is the main key for

MSMEs to excel in competition. MSMEs that consistently innovate tend to be easier to attract customers, increase sales, and strengthen their competitiveness in the market. Given that leather products are almost the same, customers will not have the choice to buy sukaregang leather products.

The results of this study suggest that MSMEs need to continue to monitor market trends in developing new products that are tailored to consumer desires. They must also adopt modern technologies and best practices in production to ensure their products are of high quality.

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