

The Influence of Product Innovation and Product Quality on Competitive Advantage in IGI Bandar Lampung Eating Houses

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ABSTRACT

To support business growth and continuity, it is important to understand the influence of competitive advantage through product innovation and product quality. This research uses quantitative methods to explore competitive advantage which is influenced by product innovation and product quality implemented by IGI Restaurant. In this research, data was collected through surveys and statistical analysis to identify the relationship between product innovation and product quality on competitive advantage. The results of the quantitative analysis show that the innovation and product quality of IGI Restaurant have a positive impact on achieving competitive advantage with the regression coefficient value of product innovation on competitive advantage has a positive value. The regression coefficient value of the product quality variable on competitive advantage also has a positive value. This research provides strong quantitative support for the effectiveness of achieving competitive advantage through product innovation and product quality implemented by IGI Restaurant. These findings can be a basis for other culinary business players to make decisions in developing product innovation and product quality.

INTRODUCTION

The culinary industry is one of the most dynamic business sectors and attracts public attention. With rapid changes in lifestyle, eating patterns and taste exploration, the culinary business has become the center of attention for many business people and consumers. Success in this industry is determined not only by skill in serving delicious dishes, but also by the ability to adapt to market trends, create unique culinary experiences, and build a strong brand.

The culinary industry is not only a place to satisfy hunger, but also a stage where creativity, innovation and dining experience come together. In navigating the complexity of the ever-growing culinary market, IGI Restaurant views product innovation as a key foundation for creating sustainable competitive advantage. In this context, our approach of creating competitive advantage through product innovation is not just an effort to follow trends, but a commitment to lead and inspire in a dynamic culinary world.

The main challenges in the culinary business are intense competition, rapid changes in consumer trends, and the need to continue to innovate. Restaurants and food stalls that are able to capture and understand consumer tastes, while remaining consistent in quality and service, have a great opportunity to develop and survive in this competitive market. Restaurants, as a form of business in the culinary sector, face increasingly complex challenges in maintaining their competitiveness. The success of a restaurant is not only determined by the taste and quality of the food, but also by the ability to continue to innovate in products and services. For MSMEs, what needs to be done is product innovation to maintain sustainable continuity. Sustainable business is production that is able to increase production results for the better, can meet consumer needs and sustain economic growth (Caska and Indrawati, 2019). Product innovation is an important key in creating competitive advantage for restaurants, especially IGI Restaurant. IGI Restaurant, with its dedication to providing unique culinary experiences, needs to understand and explore the potential influence of product innovation on its competitive advantage. Product innovation is not only limited to creating new menus, but also involves concept development, improving production processes, and responding to changing market trends. The importance of product innovation in the restaurant context is not only related to meeting consumer tastes, but also with understanding the added value that can be provided to customers.

This research aims to explore the influence of product innovation and product quality on the competitive advantage of IGI Restaurant. Through multiple linear regression analysis, it is hoped that it will be possible to reveal how product innovation and product quality can gain competitive advantage in the IGI Restaurant culinary business amidst increasingly fierce competition in the culinary industry. By detailing the factors that influence product innovation, such as market research, creativity in menu development, and adaptation to changing consumer preferences, this research is expected to provide in-depth insight for IGI Restaurants to optimize innovation and product quality. In this way, IGI Restaurant can remain a culinary destination that is in demand and at the forefront of the culinary business and creates unforgettable culinary experiences for its loyal customers.

Apart from product innovation, another factor that is thought to influence competitive advantage is product quality. Quality will determine the existence of the product and differentiate it most effectively from other similar products, the better the product quality, the satisfaction and loyalty of consumers or customers can be maintained. According to Davis in Yamit (2011) "Quality is a dynamic condition related to products, services, people, processes and environments that meet or exceed expectations". Garvin in Yamit (2011) put forward the dimensions of quality into eight dimensions, namely performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality. These quality dimensions are used as the basis for company planning to produce a product. Therefore, product innovation and product quality are two aspects that will always have a close relationship and have a very important role in the survival of a business.

Innovation and quality in products can create a competitive advantage for IGI Restaurant, provide greater attractiveness, and increase customer loyalty. This IGI restaurant is located in the Labuhan Dalam area, Tanjung Senang, Bandar Lampung City. The current situation of the IGI Restaurant in Bandar Lampung presents a series of challenges that require serious attention. First of all, with expensive raw materials and a declining sales trend, the business is under significant financial pressure. Rising raw material prices not only increase production costs, but also narrow profit margins. In addition, a decline in sales indicates a deeper problem that needs to be addressed. Another problem that arises is the lack of innovation at IGI Restaurant. In an ever-changing and competitive culinary world, innovation is the key to maintaining competitiveness. However, IGI Restaurant seems to be lagging behind in this regard. The lack of new ideas and creative concepts makes it difficult for them to attract new customers and retain their loyal customers.

The results of an interview with Mrs. Aisyah as the owner of the IGI Restaurant located in the Labuhan Dalam area, Tanjung Senang, Bandar Lampung City, she confirmed that sales are experiencing a decline. This is a clear signal that the business is facing serious challenges. There needs to be concrete efforts and a mature strategy to improve business performance and overcome the problems faced. Overall, IGI Restaurant in Bandar Lampung is facing a complex situation and requires appropriate steps to overcome it.

It is hoped that this research can help increase competitiveness with other restaurants. Competitive advantage is a factor that determines the life of a company. In connection with the increase in creative industries in recent years, of course innovation and product quality must be considered in competing for consumers. Based on the explanation described above, the author conducted research with the title **"The Influence of Product Innovation and Product Quality on Competitive Advantage in IGI Bandar Lampung Eating Houses"**

LITERATURE REVIEW

Competitive Advantage

Competitive advantage is something that highlights the superiority of a company so that it can cooperate more effectively in competing in the market. It was created with the aim of achieving competitive advantage in a market that is

continuously developing in order to become a market leader (Cahyani et al., 2021). Competitive advantage is the customer's perspective on products, services and quality because no one can offer similar products, services and quality. Competitive advantage is also a profitable factor for business actors, who work together to compete more effectively in the same market. Competitive advantage is expected to increase market share and satisfaction obtained by customers and can ensure the maintenance of the business actor's business (Indrawati, 2022).

Competitive advantage or competitive advantage is an ability that can be obtained through the characteristics and resources of a company to have higher performance than other companies in the same industry or market, (Mulyadi, 2016). Competitive advantage develops from the value that a company is able to create for customers or buyers. When a business entity is able to offer more value or superiority to consumers compared to competitors, it will produce a competitive advantage (Kotler and Armstrong, 2005).

According to Aprizal (2018) competitive advantage can be obtained through the unique characteristics and resources possessed by a company which enable it to achieve superior performance compared to other businesses or the same market. The following are indicators of competitive advantage:

1. Price (Determining the right rate for the product)
2. Quality (standard quality of products or services offered)
3. Delivery Dependability (Reliability in fulfilling delivery promises)
4. Product Innovation (continuously developing new products)
5. Time to market (Speed in bringing products to market or related to business offerings and reputation)

Product Innovation

The rapid development of the times forces every business person to be smart in implementing strategies so that they can survive and not be left behind by competitors. In current conditions, price is not the only factor determining a company's victory in market competition. Innovation can enable a business to survive and extend the existence of a product so that it is always in demand by customers. According to Pattipeilohy (2018) Product Innovation is something that can be said to be a functional improvement of a product that can bring the product to a higher level compared to competing products. For MSMEs, what needs to be done is product innovation to maintain sustainable continuity. Sustainable business is production that is able to increase production results for the better, can meet consumer needs and sustain economic growth (Indrawati, 2019). Product innovation is closely related to product launching because a form of innovation is the launch of new products. A product that is more perfect than the previous one that has been modified through research and product development efforts (Cahyaningtyas, 2017).

According to Prakosa (2005) innovation is a mechanism for companies to adapt to a dynamic environment, required to be able to create new thoughts, new ideas by offering innovative products and improving services that can satisfy customers. According to Kresdiana (2013) Innovation is an entrepreneurial action to achieve success in competition. Through research and development, entrepreneurs find novelty, usefulness and convenience as added

value and competitiveness. The following are several indicators of product innovation according to Kresdiana (2013):

1. Design changes
2. Product creativity and uniqueness
3. Technical innovation (method of preparation or presentation of dishes)
4. Product Development
5. Respond to changes in market tastes or culinary trends

Product Quality

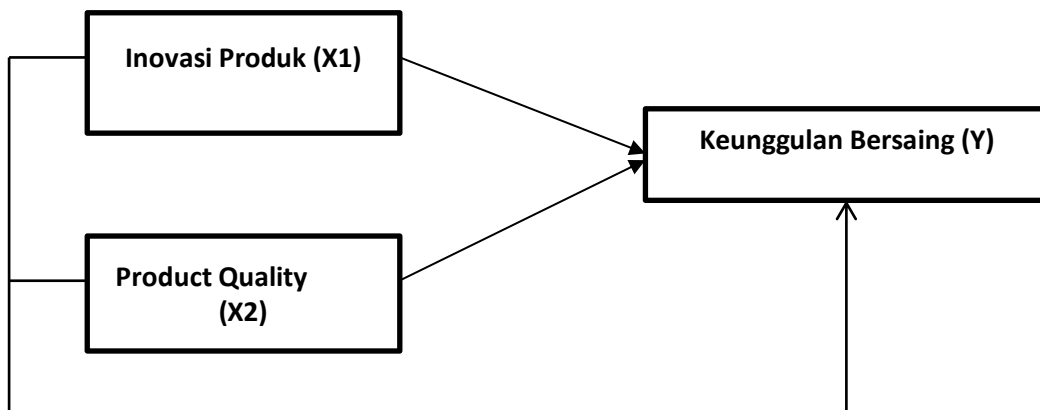
According to Kotler and Armstrong (2009), product quality can generally be described as the characteristics of a product (goods or services) that support its ability to meet consumer needs standards or producer suitability standards. A product is defined as something that can be offered to the market for attention, ownership, use or consumption so that it can satisfy a want or need. Companies that produce products place greater emphasis on results because consumers are not directly involved in the process.

Product quality can also be interpreted as a measure of the extent to which a product can succeed in meeting customer needs. According to Kotler and Armstrong (2012) product quality is the ability of a product to perform its function, this includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes. Product quality is one of the main positioning suggestions of marketers. Quality has a direct impact on the performance of a product or service. Therefore, quality is closely related to customer value and satisfaction.

According to Davis in (Yamit, 2011) explains that quality is a dynamic condition related to products, services, people, processes and environments that meet or exceed expectations. In the context of operations, there are several elements or indicators of product quality that are important for assessing the performance and sustainability of a product, namely:

1. Accuracy: Refers to timeliness in service
2. Reliability: Shows the level of consistency of taste and aroma
3. Usability: related to ease of ordering
4. Durability: Shows the length of time or durability of food
5. Maintainability: Relates to the extent to which a product or system can be easily and efficiently repaired or maintained when damage or problems occur.

Conceptual Framework



Gambar 1. Kerangka pemikiran

Hypothesis

Hypothesis is a temporary answer to the formulation of a problem which has previously been determined which is needed to carry out tests of its truth which is based on the conceptual framework of research through deductive thinking where it is necessary to carry out tests of its truth using statistical tests. So next, you can formulate a hypothesis that will be implemented, namely:

H1: It is suspected that product innovation has a significant positive effect on the competitive advantage of IGI restaurants.

H2: It is suspected that product quality has a significant positive effect on the competitive advantage of IGI restaurants.

H3: It is suspected that Innovation and Quality together (simultaneously) have a positive effect on the competitive advantage of IGI restaurants.

Previous Research

Wira Dewi et al (2019) with the title the influence of market orientation and product innovation on the competitive advantage of silver craft businesses in Celuk village, Sukawati sub-district, Gianyar regency. The results of the research show that firstly there is the influence of market orientation on competitive advantage, secondly there is the influence of product innovation on competitive advantage, thirdly there is an influence of market orientation and product innovation on competitive advantage and fourthly market orientation and product innovation have an influence on competitive advantage of 6.058.

Lestari et, al (2020) with the title The Influence of Innovation and Product Quality on Competitive Advantage (A Study on Payung Geulis Mandiri Tasikmalaya) The results of the research show that there is a significant positive influence of innovation and product quality on competitive advantage at Payung Geulis Mandiri Tasikmalaya.

Kurniasari et. al (2020) the influence of product innovation, product creativity, and product quality on competitive advantage (case study on "root" water hyacinth crafts) research results show that: Individual product innovation has a positive and significant effect on competitive advantage (sig = 0.000 < 0.05; β = 0.416). Individual product quality has a positive and significant effect on competitive advantage (sig = 0.000 < 0.05; β = 0.343); and (4) product innovation, product creativity, and product quality simultaneously have a positive and significant effect on competitive advantage (sig = 0.000 < 0.05).

METHODOLOGY

In this research, researchers will use quantitative research methods. Data collection techniques using questionnaires. The variables used in this research consist of the independent variable, namely innovation and product quality, the dependent variable, namely competitive advantage. All indicators, both innovation and product quality variables and competitive advantage variables, are measured using a Likert scale.

The population in this study were all customers of the IGI Bandar Lampung Restaurant. The sampling technique used random sampling with a sample size of 60 people. The data collection technique uses a questionnaire whose validity and reliability have been tested. The data analysis technique used is multiple

linear regression, T Test, F Test, and R Square Test using the SPSS version 25 analysis tool.

RESEARCH RESULT

Validity Test

To assess the validity of the questionnaire given to respondents, calculations were carried out using the Product Moment correlation formula as explained by (Sugiyono, 2017). This correlation technique uses Pearson Correlation and is calculated with the help of the SPSS version 25 computer program. The correlation technique uses Pearson Correlation, calculated using the SPSS version 25 computer program. The question item is declared valid if it has $r_{count} > r_{table}$ (Ghozali, 2016). Validity Test Results can be found in the following table:

Tabel 1: Validitas Test

Total Pearson C	.317*	.441**	.430**	.473**	.513**	.313*	.456**	.462**	.534**	.461**	.339**	.486**	.335**	.408**	.372**
Sig. (2-tailed)	.014	.000	.001	.000	.000	.015	.000	.000	.000	.000	.008	.000	.009	.001	.003
N	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

From the 15-point question on the validity test results, it is known that the r_{table} of what is searched for is significant $\alpha = 0.05$: $n - 2 = 58$, the r_{table} is 0.2144. It is known that the calculated r -correlation coefficient value for each statement of the variable is greater than r_{table} so it can be concluded that each statement used is valid.

Reliability Test

Reliability test results can be found in the following table:

Table 2. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.666	15

The method used to evaluate internal consistency in this research is to use the Cronbach's alpha technique, in accordance with the method described by Ghozali (2016). If the Cronbach's Coefficient Alpha value exceeds 0.6, then the questionnaire is considered a reliable measuring instrument. So, the reliability of the research data is reliable.

Multiple Linear Regression Test

The following are the results of multiple regression analysis carried out using the IBM SPSS 25 for Windows program:

Table 3: Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.715	1.749		3.839	.000
	X1	.505	.095	.570	5.314	.000
	X2	.189	.088	.231	2.149	.036

a. Dependent Variable: Y

Based on the table above, it can be seen that the regression equation is $Y = 6.715 + 0.505 X1 + 0.189 X2$ which can be explained as follows:

- The constant 6.715 can be interpreted as if the independent variable has a value of ($X=0$) then the competitive advantage achieved increases by 6.715.
- The regression coefficient value of product innovation (X1) on competitive advantage (Y) is 0.505 or has a positive value. So, this means that for every additional innovation number with a positive coefficient, competitive advantage will increase by 0.505
- The regression coefficient value of the product quality variable (X2) on (Y) is 0.189 or has a positive value. So, this means that for every additional product quality number with a positive coefficient, competitive advantage will increase by 0.189

Table 4: Coefficient of Determination Test Results (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715 ^a	.511	.494	1.59110

a. Predictors: (Constant), X2, X1

Based on multiple linear regression analysis, it shows that the coefficient of determination (R square) = 0.511, meaning that the independent variables (Innovation and product quality) jointly influence the dependent variable (Competitive advantage) by 51.1%, the remaining 49.9% is influenced by the variables others not included in the research model.

ANOVA Test (F Test)

The results of the ANOVA test (F test) can be seen in the following table.

Table 5: F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	150.632	2	75.316	29.750	.000 ^b

Residual	144.301	57	2.532		
Total	294.933	59			

- a. Dependent Variable: Y
- b. Predictors: (Constant), X2, X1

The calculated F value can be seen in the regression and the F table can be seen through significance. α : 0.05 with df (N1): k and df2 (N2): n-k-1 where k is the number of independent variables. From table 3 it can be seen that the calculated F value is 29.750. Meanwhile, with df1: k=2 and df2: 60-2-1 = 57, we get an F table of 3.16. Thus, the calculated F value is greater than the table F value. So, the regression model in this research is acceptable. It can be concluded that Ho is rejected and H1 is accepted. This shows that there is a significant influence between innovation and product quality on competitive advantage.

T-Test Results

To find out whether each product innovation (X1) and product quality (X2) partially have a significant influence on competitive advantage (Y), a t test is carried out by comparing the t-count results with the t-table.

Tabel 6. T-Test

Model	t	Sig.
1 (Constant)	3.839	.000
X1	5.314	.000
X2	2.149	.036

- a. Dependent Variable: Y

Based on the t-test results which can be seen in table 4, the calculated t value for Product Innovation (X1) is 5.314, while for the t table with significance α : 0.05, and df=n-1=59 the t table is 1, 67. Based on this data, the calculated t value is greater than the t table, and the probability value displayed in the table shows a number smaller than $0.000 < 0.05$. it can be concluded that H1 is accepted and Ho is rejected. This also shows that there is a positive and significant influence between innovation and competitive advantage at the IGI Restaurant in Bandar Lampung City.

The calculated t value for Product Quality (X2) is 2.149, while for the t table with a significance of α : 0.05, and df=n-1=59, the t table is 1.67. Based on this data, the calculated t value is greater than the t table, and the probability value displayed in the table shows a number that is smaller than $0.036 < 0.05$. it can be concluded that H1 is accepted and Ho is rejected. This also shows that there is a positive and significant influence between product quality and competitive advantage at IGI restaurants in the city of Bandar Lampung. Thus, the regression model can be used to predict competitive advantage.

DISCUSSION

The Effect of Product Innovation on Competitive Advantage

The regression coefficient value of product innovation (X1) on competitive advantage (Y) is 0.505 or has a positive value. So, this means that for every additional innovation number with a positive coefficient, competitive advantage will increase by 0.505

This is in line with previous research, namely Anak Agung Ayu Mirah Wira Dewi et, al (2019) with the title "The influence of market orientation and product innovation on the competitive advantage of silver craft businesses in Celuk village, Sukawati sub-district, Gianyar regency" from the results of their research there is a positive influence from product innovation on competitive advantage, and this is in line with the research conducted by researchers, namely that there is a positive and significant influence of 5,314 units.

The Influence of Product Quality on Competitive Advantage

The regression coefficient value of the product quality variable (X2) on (Y) is 0.189 or has a positive value. So, this means that for every additional product quality number with a positive coefficient, competitive advantage will increase by 0.189. According to Kotler and Armstrong (2005), product quality is closely related to the product's ability to carry out its function, including the overall product, reliability, accuracy, ease of operation and repair, and other valuable attributes. Product quality can be measured using results (performance), appearance (Features), reliability and conformance.

According to Tjiptono (2005) quality is the expected level of quality and controlling diversity in achieving this quality to meet consumer needs. Consumers tend to prefer companies that produce products with attractive and innovative features. Businesses must really understand what consumers need for the product they will produce. Product quality can be determined by a set of uses or functions, such as durability, dependability on the product, exclusivity, comfort, and external appearance (color, shape, packaging). The quality of business products must be maintained properly, because the better the product quality in a product, the more interested customers will be in buying and even repeat buying the product. This can be an influencing factor for the company in maintaining its competitive advantage. The results of this research strengthen the results of previous research conducted by Mansur et al (2013) regarding "The Influence of Product Design and Quality on Competitive Advantage (Case study of Dinoyo Malang Ceramic Crafts MSMEs)" stating that product quality has a simultaneous and partial effect on competitive advantage, and research by Lestari Et, Al (2020) with the title The Influence of Innovation and Product Quality on Competitive Advantage (A Study on Payung Geulis Mandiri Tasikmalaya). The results of the research show that there is a significant positive influence of innovation and product quality on competitive advantage at Payung Geulis Mandiri Tasikmalaya.

Simultaneous influence (together) between product quality and product innovation on competitive advantage

The test results obtained a calculated F value of 29.750 with a significance of 0.000. Because the significance value is smaller than 0.05 ($0.000 < 0.05$), this research succeeded in proving the third hypothesis which states that "Product innovation and product quality simultaneously have a positive and significant effect on competitive advantage". Apart from that, it can be seen from R Square that it measures the proportion of variation in the variable (Y), namely competitive advantage which can be explained by the regression model. The R Square value is 0.511, which means that around 51.1% of the variation in Y can be explained by the variables product innovation (X1) and product quality (X2) or meaning that the independent variables (Innovation and product quality) jointly influence the dependent variable (Competitive advantage).

The results of this research strengthen the results of previous research conducted by Rika Devi Kurniasari and Agung Utama (2018) who conducted research on "The Influence of Product Innovation, Product Creativity, and Product Quality on Competitive Advantage (Case Study of Water Hyacinth Crafts "Akar")" Research results shows that product innovation, product creativity and product quality together influence competitive advantage.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research and discussion, the following conclusions were obtained:

1. Partial product innovation has a positive influence on competitive advantage
2. Product quality partially has a positive influence on competitive advantage
3. Product innovation and product quality simultaneously have a positive influence on competitive advantage

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