

ABSTRACT

Supandi Petrus, 2024 : The Effect of Product Innovation, Product Creativity, Product Quality, and Entrepreneurial Orientation on Competitive Advantage in Small and Medium Industries (SMI) in East Tanjungpinang District.
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This study aims to determine the effect of Product Innovation, Product Creativity, Product Quality, and Entrepreneurial Orientation on Competitive Advantage in Small and Medium Industries (SMI) in East Tanjungpinang District. This research uses Quantitative research. The population in the study were food small and medium industry (SMI) business actors in East Tanjungpinang District. The sample in this study amounted to 89 respondents, using simple random sampling or the technique of taking sample members from a random population without regard to the strata in the population under study. The data collection method used is a questionnaire / questionnaire conducted validity and reliability tests. Data analysis using multiple linear regression analysis, including t test, f test and determination (R²). The research was conducted using SPSS. The results showed that partially the Product Innovation variable (X1) had a positive and significant effect on competitive advantage (Y), the Product Creativity variable (X2) had a positive and significant effect on competitive advantage (Y), the Product Quality variable (X3) has a positive and significant effect on competitive advantage (Y), the Entrepreneurial Orientation variable (X4) has a positive and significant effect on competitive advantage (Y). Simultaneously Product Innovation, Product Creativity, Product Quality, and Entrepreneurial Orientation to Competitive Advantage. Based on the coefficient of determination test, Product Innovation, Product Creativity, Product Quality, and Entrepreneurial Orientation have an effect of 75.7% on competitive advantage.

Keywords : Product Innovation, Product Creativity, Product Quality, and Entrepreneurial Orientation

ABSTRAK

Supandi Petrus, 2024 : Pengaruh Inovasi Produk, Kreativitas Produk, Kualitas Produk, dan Orientasi Kewirausahaan Terhadap Keunggulan Bersaing pada Industri Kecil Menengah (IKM) di Kecamatan Tanjungpinang Timur.
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Penelitian ini bertujuan untuk mengetahui pengaruh Pengaruh Inovasi Produk, Kreativitas Produk, Kualitas Produk, dan Orientasi Kewirausahaan Terhadap Keunggulan Bersaing pada Industri Kecil Menengah (IKM) di Kecamatan Tanjungpinang Timur. Penelitian ini menggunakan penelitian Kuantitatif. Populasi dalam penelitian yaitu pelaku usaha Industri Kecil Menengah (IKM) Pangan di Kecamatan Tanjungpinang Timur. Sampel dalam penelitian ini berjumlah 89 responden, dengan menggunakan *simple random sampling* atau teknik pengambilan anggota sampel dari populasi secara acak tanpa memperhatikan strata yang ada dalam populasi yang diteliti. Metode pengumpulan data yang digunakan adalah angket/kuesioner dilakukan uji validitas dan reliabilitas. Data analisis menggunakan analisis regresi linear berganda, termasuk uji t, uji f dan determinasi (R^2). Penelitian dilakukan dengan menggunakan SPSS. Hasil penelitian menunjukkan bahwa secara parsial variabel Inovasi Produk (X1) berpengaruh positif dan signifikan terhadap keunggulan bersaing (Y), variabel Kreativitas Produk (X2) berpengaruh positif dan signifikan terhadap keunggulan bersaing (Y), variabel Kualitas Produk (X3) berpengaruh positif dan signifikan terhadap keunggulan bersaing (Y), variabel Orientasi Kewirausahaan (X4) berpengaruh positif dan signifikan terhadap keunggulan bersaing (Y). Secara simultan Inovasi Produk, Kreativitas Produk, Kualitas Produk, dan Orientasi Kewirausahaan Terhadap Keunggulan Bersaing. Berdasarkan uji koefisien determinasi, Inovasi Produk, Kreativitas Produk, Kualitas Produk, dan Orientasi Kewirausahaan berpengaruh sebesar 75,7% terhadap keunggulan bersaing.

Kata Kunci : Inovasi Produk, Kreativitas Produk, Kualitas Produk, dan Orientasi Kewirausahaan