

SALES VOLUME MODERATES MARKET ORIENTATION, PRODUCT INNOVATION AND DIGITAL MARKETING TOWARDS COMPETITIVE ADVANTAGE

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ABSTRACT

Purpose: This research was conducted to determine the influence of market orientation, product innovation and digital marketing on competitive advantage by increasing sales volume as a moderating variable. Research object in Bogor City MSMEs.

Methodology: The data used in this research is secondary data. This type of research uses descriptive methods with a quantitative approach. The sampling technique is purposive sampling. The number of samples in this research based on the criteria obtained was 212 respondents using the SEM AMOS 24 testing tool. The analysis technique used was partial and moderate.

Results: Partial test results show that market orientation has no effect on competitive advantage, product innovation has a positive and significant effect on competitive advantage, and digital marketing has a positive and insignificant effect on competitive advantage. And the results of the moderation test show that increasing sales volume weakens market orientation towards competitive advantage, while increasing sales volume can strengthen product innovation towards competitive advantage, and increasing sales volume weakens digital marketing towards competitive advantage.

Keywords: Market Orientation, Product Innovation And Digital Marketing