

The Influence of Innovation Capability and Information Technology on Business Performance through Competitive Advantage as an Intervening Variable in Culinary MSMEs in Cianjur Regency

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Background: The increasingly competitive business environment requires Micro, Small, and Medium Enterprises (MSMEs) to continuously innovate and utilize information technology to maintain business performance amid dynamic market changes. Cianjur Regency has the largest number of culinary MSMEs among other sectors, making competitive advantage a crucial factor for achieving sustainable business growth. In this context, competitive advantage acts as an intervening factor that links innovation capability and the use of information technology to improved business performance.

Purpose: This study aims to analyze the influence of innovation capability and information technology on business performance through competitive advantage as an intervening variable in culinary MSMEs in Cianjur Regency.

Methodology: The research employs a quantitative approach using a survey method. The population consists of culinary MSME owners in Cianjur Regency, with a total of 100 respondents selected through purposive sampling. Data are collected using questionnaires measured on a Likert scale and analyzed using path analysis, preceded by validity, reliability, and classical assumption tests.

Finding: Although this research is still at the proposal stage, it is theoretically expected that innovation capability and information technology have both direct and indirect significant effects on business performance through competitive advantage. This implies that MSMEs capable of developing innovations and integrating digital technologies tend to strengthen their competitiveness and enhance overall performance.

Limitation: This study focuses only on culinary MSMEs in Cianjur Regency; therefore, the results may not be generalized to other sectors or regions. Future research is suggested to include a larger sample size and additional variables such as entrepreneurial orientation or market dynamics.

Originality: This research provides a theoretical contribution to understanding how innovation capability and information technology synergistically influence business performance through competitive advantage, particularly within the context of local culinary MSMEs in Indonesia.

Keywords: Innovation Capability, Information Technology, Competitive Advantage, Business Performance, Culinary MSMEs.