

# COMPETITIVE ADVANTAGE THROUGH MARKET ORIENTATION, CREATIVITY, AND PRODUCT INNOVATION IN PROCESSED FOOD MSMEs

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## Abstract

**Background** - Micro, Small and Medium Enterprises (MSMEs) are one of the business activities that contribute to the national economy. MSMEs in the face of business competition always strive to win the competition, one of which lies in the ability of MSMEs to create competitive advantages. Common strategies that can be used by MSMEs are with market orientation, creativity and product innovation.

**Purpose** - This research aims to get an overview of strategies to create competitive advantages with market orientation, creativity and innovation that have been carried out by MSME actors

**methodology** - This study uses a quantitative method. The data collection technique uses primary data with questionnaires and direct interviews with MSME management respondents. Sampling technique using non-probability sampling technique with purposive sampling method. The research sample was 100 respondents using the Yamane formula. The data analysis techniques used were verifiable descriptive analysis , validity and reliability tests, multiple linearity and classical assumption tests.

**Findings** - State of the art in this study The novelty in this study is that it exists in the object and also the sample that is studied is still rare that discusses competitive advantages associated with market orientation variables, creativity and product innovation simultaneously in MSMEs, so it can be concluded that the research conducted has not been done much by previous researchers.

**Originality** - The results of this study show that creativity, innovation and market orientation partially and simultaneously have a positive and significant effect on competitive advantage

Keywords: Competitive Advantage, Creativity, Market Orientation, Product Innovation

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