ABSTRACT

The Impact Of Market Orientation and Product Innovation to Competitive Advantage In The Company of Refresments Industry Mekar Jaya Bandung

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The research was conducted on consumers snack industry company Mekar Jaya Bandung. The phenomena is the growing needs of consumers one of them needs to snack, many snack products that bring quality competition, one of the snack production is Mekar Jaya Bandung. Bussiness strategies used to attrac by using a strategy of market orientation and product innovation. But what happens in reality to competiive advantage in Mekar Jaya Bandung it tends to decrease. The purpose of this study was to determine how big the impact of market orientation and product innovation to competitive advantage in snack industry company mekar jaya bandung.

The method used in this study is qualitative and quantitative methods. The unit of analysis in this study is the consumers in Mekar Jaya Bandung, amounting to 20 people with a sample of 20 respondents. Statistical test used is the calculation of path analysis, matrix correlation, matrix invers, coefficient of determination, hypothesis testing, and also use the aid program SPSS 16.0 for windows applications.

The results of path analyzes can be seen that market orientation variables have a positive effect on competitive advantage in Mekar Jaya Bandung. Second, the variable product innovation have a positive effect on competitive advantage in Mekar Jaya Bandung. The analysis using the t test can be known market orientation, and product innovation have a significant effect on competitive advantage in Mekar Jaya Bandung. The analysis using the coefficient of determination of market orientation and product innovation to simultaneously deliver a variable influence to competitive advantage by 75.9% while the remaining 24.1% of the influence of other variables that are not investigated like a entrepreneurship, product quality, etc.

Key words: market orientation, product innovation, competitive advantage.