ABSTRACT

Nova Liana, The Influence Of Market Orientation And Product Innovation To Competitive Adventage At Centre Of SME's Rag Doll At Sukamulya Bandung, University Computer Of Indonesia, 2012, Under the guidance of Dr.Raeny Dwisanty, Se., M.Si.

The aim from this research is to exame if there is a speciality influence from market orientation and product innovation to competitive adventage at centre of sme's rag doll at Sukamulya Bandung

The population that have been chosen in this research is 12 employer of fablic doll to centre of sme's rag doll at Sukamulya Bandung in cluding the sample, because it used a sampling method or usually called sensus. The data collection using kuetioner within answer 1 scale (which is not good) to 5 scale (very good).

The result of data analysis show that the research model has a good matched and all the hypothesis of the research can be approve. The conclusion is market orientation an product innovation has a positive and significant influence in competitve adventage for a speciality.

According to the result it can take some conlusion that between the two factor that influence the speciality in competitive adventage (market orientation and innovation product). Can be conclude that market orientation is a dominan factor that has a huge influence to the competitive adventage in speciality. This research give some limitation research and future research agenda that could do for the next research.

Keyword : Market Orientation, Product Innovation, Competitive Adventage