ABSTRACT

Tia Nurhaita 21208104 "Influence Creativity And Product Innovation The Competitiveness Of Business On The Business Cake Yo & Yo Bandung." Under of guidance Trustorini Handayani SE, M.Si.

The high level of competition that is not only felt by large companies but also experienced by small companies such as cake yo & yo Bandung less and lack the expertise for the development of creative new ideas that no one marketed product diversity of the cake design no changes have not resulted in a product superiority thus less able to compete with other competitors.

The methods used in this study is qualitative and quantitative methods. The unit of analysis in this study is the consumer cake yo & yo Bandung, amounting to 67 people as sample support. statistical testing is done is the calculation of correlation Person, multiple linear regression analysis, coefficient of determination, hypothesis testing, and also use some help SPSS 17.0 for windows.

Based on this research can be concluded that among the two that affect competitiveness (creativity and innovation of products) obtained the conclusion that creativity and product innovation influence on the competitiveness of 12.5% while the remaining amount of 100% -12.5% = 87.5 % is the influence of other variables that are not investigated. This shows there is significant influence of creativity and innovation on the competitiveness of products in consumer Cake & yo yo.

Keyword : *Creativity, innovation of products, Competitiveness*