ABSTRACT

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"The Influence of Creativity and Innovation toward Competitive Advantage at Pepeew Bandung's (Case study on Male clothing)". Under supervision Trustorini Handayani SE.,M.Si

Intensity of competition at the market can encourage company to effort high creativity and innovation in order to gain a competitive advantage which continuing for the competitors, because it can create an excellent marketing performance, thus it can expand the local base market and enhanced for specific local preference even international market place. From the creativity that has been created during the selling season, the model often uses the same example from the previous season. The innovation of Pepeew's product is too mainstream in the market and maybe in the consumer's eye it is not a brand new thing. Meanwhile for the competitive advantage, the differentiation of Pepeew's product is not good enough. If it keeps going like this, there is a chance for some consumer will get bored with the product which they offered.

The purpose of this research is analyzing how enormous the influence of creativity and innovation toward competitive advantage on Pepeew both on simultaneous or partial. The method that has been used in this research is descriptive and verification with 64 sample which consumer who buy Pepeew's product. The statistic testing which used in this research is classical assumption such as: normality test, multicollinearity test, heteroskedasisitas test, autocorrelation test; product moment (pearson) correlation, multiple coefficient correlation, multiple linear regression, determination analysis, and hypothesis test. For the convenience when working the data, the writer used software SPSS for window version 18.0.

The result of this research show that creativity and innovation has a strong relation and positive toward competitive advantage that is ® amounting to 0,977 whereas the amount of creativity and innovation toward competitive advantage is 95, 4% which has been measured with determination coefficient, and the rest 4,6% is affected with other factors. It means there is a relation between creativity and innovation toward competitive advantage Pepeew Bandung.

Keywords: Creativity, Innovation, Competitive Advantage