ABSTRACT

ANWAR Sirojuddin 21208731 "The influence of Market Orientation and Product Innovation Against Competitive Advantage In Liwet Pak Asep Eating Strawberries Nagreg", under the guidance of Trustorini Handayani, SE., MSi

Amid the rapid development and proliferation of food and culinary business in Bandung innovations made businessman and his owner also ideas, ideas and new thinking is critical to achieving success and excellence to compete with other competitors. where the owner of the food and culinary business owners must adapt to the changing dynamics of change or in the community. In this case the market orientation is very important to understand the pattern of the pattern or the dynamics that occur in the community by trying to understand what the market wants and expectations. Melakuan author of this study, trying to determine how the Effect of Market Orientation and Product Innovation Against Competitive Advantage In Liwet Pak Asep Eating Strawberries Nagreg.

The method used in this research using descriptive method and Verivikatif After conducted a literature review and hypothesis formulation, data is done through a method of questionnaires distributed to 70 respondents to employees Liwet Pak Asep Eating Strawberries Nagreg by using purposive sampling. While the analysis performed by data processing using SPSS 20 for windows. Then analysis the existing DTA using validity, reliability, determination, multiple regression analysis and hypothesis testing using f and t test.

Results of analysis of data from this study shows the results of this study can be received well. Market orientation partially affect the competitive advantage On Pak Asep Liwet Eating Strawberries Nagreg by 22.7%, while product innovation affects the competitive advantage in the At Home Eating Strawberries Liwet Pak Asep Nagreg by 28%. And simultaneous orientation and in-market product innovations jointly affect the competitive advantage On Pak Asep Liwet Eating Strawberries Nagreg to contribute to or influence by 51%, which means a positive effect significantly.

Keywords: market orientation, product innovation and competitive advantage