

**PENGARUH ORIENTASI PASAR DAN INOVASI PRODUK TERHADAP
KEUNGGULAN BERSAING
(Studi Kasus Pada Usaha Mikro Kecil Menengah (UMKM) Griya Manik di Desa
Plumbon Jombang)**

ABSTRAK

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Penelitian ini bertujuan untuk mengetahui pengaruh orientasi pasar dan inovasi produk berpengaruh secara signifikan terhadap keunggulan bersaing Usaha Mikro Kecil Menengah Griya Manik Jombang. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. populasi dan sampel konsumen Griya Manik Jombang yang berjumlah 96 karyawan. Analisis dengan Regresi Linier berganda dan pengujian hipotesis dan koefisien determinasi. Berdasarkan hasil penelitian menunjukkan bahwa Orientasi pasar dapat meningkatkan keunggulan bersaing, Orientasi pasar yang baik sehingga dapat mendorong keunggulan bersaing. Semakin baik Orientasi pasar maka semakin tinggi keunggulan bersaing dan Inovasi produk dapat meningkatkan inovasi produk, Semakin tinggi inovasi produk yang dimiliki tinggi sehingga dapat mendorong Keunggulan Bersaing.

Kata Kunci: Orientasi pasar, Inovasi produk dan Keunggulan Bersaing

**THE EFFECT OF MARKET ORIENTATION AND PRODUCT INNOVATION ON
COMPETITIVE ADVANTAGE
(Case Study on Griya Manik Micro, Small and Medium Enterprises (MSMEs) in Plumbon
Jombang Village)**

ABSTRACT

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This study aims to determine the effect of market orientation and product influence significantly on the competitive advantage of Micro, Small and Medium Enterprises Griya Manik Jombang. The research uses an explanatory research method which is carried out through data collection in the field. population and consumer sample of Griya Manik Jombang which sells 96 employees. Analysis with multiple linear regression and hypothesis testing and coefficient termination. Results Based on research shows that market orientation can increase competitive advantage, good market orientation so that it can encourage competitive advantage. The better the market orientation, the higher the competitive advantage and product innovation can increase product innovation, the higher the product innovation that is owned so as to encourage competitive advantage.

Keywords: Market Orientation, Product Innovation and Competitive Advantage

