

Measuring The Contribution of Product Quality to Competitive Advantage in MSME: Case Study of Bakmie Ayam Khaizan Tigabelas in 2023

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ABSTRACT

The intense competition, including for culinary micro and small enterprises, will be affected by the development of various business areas. In order to sustain their businesses, business operators must have the ability to compete in increasingly fierce competition. A range of strategies can be adopted by companies in facing this competition for the restaurant sector, such as highlighting their product's value through quality. The impact of product quality on the competitive advantage in Bakmie Ayam Khaizan Tigabelas MSMEs was examined and analyzed in this study. Quantitative methods, with the use of a nonprobability sampling technique called purposive sampling, were used in this study. The sample used was 97 respondents whose data was collected through an online questionnaire and measured with a Likert scale. Data were analyzed using simple linear regression and tested using IBM SPSS Version 26. The results showed that product quality had a positive and significant effect on competitive advantage as evidenced by the t-count value (3,396) > t-table value (1,661) and a significance level of 0.001 < 0.05).

Keywords: Product Quality, Competitive Advantage, MSMEs

ABSTRAK

Semakin berkembangnya berbagai bidang usaha tentunya akan berdampak pada ketatnya persaingan, termasuk UMKM kuliner. Pelaku usaha harus memiliki daya saing dalam memenangkan persaingan yang semakin ketat agar usaha dapat bertahan. Dalam menghadapi persaingan bisnis kuliner ini, banyak strategi yang dapat dilakukan oleh perusahaan, salah satunya dengan menonjolkan nilai produk melalui kualitas produk. Tujuan dari penelitian ini adalah untuk menguji dan menganalisis pengaruh yang ditimbulkan oleh variabel kualitas produk terhadap variabel keunggulan bersaing di UMKM Bakmie Ayam Khaizan Tigabelas. Penelitian ini menggunakan metode kuantitatif dengan teknik nonprobability sampling jenis purposive sampling. Sampel yang digunakan adalah 97 responden yang dikumpulkan datanya melalui kuesioner online dan diukur dengan skala Likert. Data dianalisis menggunakan regresi linier sederhana dan diuji menggunakan IBM SPSS Versi 29. Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap keunggulan bersaing dibuktikan dengan nilai t-hitung (3,396) > nilai t-tabel (1,661) dan taraf signifikansi 0,001 < 0,05).

Kata kunci: Kualitas Produk, Keunggulan Bersaing, UMKM

INTRODUCTION

Since 2010, the culinary industry in Indonesia has experienced an average growth of 8.3% annually. The growth of the food and beverage industry in the third quarter of 2022 reached 3.57%, higher than the same period last year which was recorded at 3.49%. Even though it was affected by the Covid-19 pandemic, the food and beverage sub-sector was still able to grow and contribute to the growth of the non-oil and gas industry which reached 4.88% (Reported from the article <https://kemenperin.go.id/> (2022) on 14 April 2023). One of the culinary business fields that is currently thriving is the Bakmie Ayam culinary industry. This business has been empowered since 2015 and continues to expand until now where bakmie is one of the favorite menus served in several cafes and restaurants. This makes the bakmie business have quite a brilliant potential to be developed, especially in big cities like Bogor. One of the culinary industries of Bakmie Ayam in Bogor City is Bakmie Ayam Khaizan Tigabelas.

The growing development of various business fields will certainly have an impact on the tight competition, including culinary MSMEs. In order for companies to survive, business actors need to be able to compete at an increasingly intense level of competition. The advantage of a business unit in presenting the value of a product of goods and services which is superior to its competitors' products and providing benefits to customers is the competitive advantage (Dahmiri, 2021).

A number of business strategies can be implemented by companies in order to cope with the culinary competition, such as focusing on product value through quality. All business players have been forced to take the quality of product into account in order to create competitive advantage at a time when competition is even more intense. In order for the company to be able to survive in competition, especially as regards quality, it has to sell goods and services which are of good quality or at an attractive price (Chandra, 2021).

Research conducted by Linanda (2022) shows that product quality has a significant and positive effect on competitive advantage. Dahmiri's study, et al. (2021) has also reported similar findings on the importance of product quality for competitive advantage. This research indicates that the quality of products will have a direct influence on business performance, there's close correlation in quality with value and this is also linked to commercial competitiveness.

In the context of that phenomenon, Bakmie Ayam Khaizan Tigabelas MSMEs researchers intend to examine and evaluate how much product quality has an impact on competition.

THEORETICAL REVIEW

Product Quality

According to Tjiptono's statement (2012), to satisfy the consumer's needs, quality is level of expectation and degree of control on diversity to achieve this quality. According to Kotler and Armstrong (2012), it is the quality of a product or

service that indicates its ability, in accordance with their intended customer demand, to meet those customers' needs. That is to say, the product or service's quality will have an impact on whether it can meet declared and presumed customer needs. Gasperzs (2006) states the definition of quality as a direct characteristic of a product such as appearance, condition, ease of use, aesthetics, and so on. So a product that is produced can be said to be of high quality if it is by the wishes of the customer, can be used properly, and is produced properly and correctly.

In line with this opinion, Albayrak (2013) states "Product quality is an important function and perceptions of consumer performance related to existing product attributes or services". In other words, the quality of products is an important factor and a perception about consumers' performance in relation to existing product or service characteristics. The quality of the product shows that it lasts and is reliable. Quality is measured from a marketing point of view in relation to consumers' perception of product quality or value. Arifin (2019) explains that, starting from one of the four quality factors listed below, namely low quality, medium quality, excellent high quality and very good quality, most products are supplied or acquired.

According to Assauri (2018), factors which cause an item or result to be of a purpose for which it is intended constitute product quality. It can be concluded that the quality of the product is the ability of the product to satisfy the needs of the customers for some of the definitions above. These customer requirements are durability, product reliability, ease of use and a wider range of useful characteristics.

The quality of the products is divided into 8 dimensions, as provided by Tjiptono (2012), namely:

- 1) Features, are secondary or complementary characteristics to add the fundamental functionalities relating to product selection and development,
- 2) The performance of an item is related to the functionality aspects, and it constitutes a key factor that consumers take into consideration when buying this product.
- 3) Conformance is the level of conformity with predetermined specifications, subject to customer preferences, shall be the main factor in determining compliance. The degree of conformity between product design characteristics and the quality requirements laid down will be reflected in its level of accuracy.
- 4) Durability means whether the product in question has lasted for a given period of time or not before it needs to be replaced.
- 5) Reliability is a chance that the product works properly or does not work for an extended period of time.
- 6) Serviceability, including the speed and ease of repair of products, and providing satisfactory complaint handling.
- 7) Aesthetics, which relate to the appearance of the product.

- 8) Perceived Quality, is commonly referred to as an indirect result of a measurement carried out indirectly because it could be that the customers do not understand or have no information about the product in question.

Competitive Advantage

According to Porter (1998), "competitive business advantage is the ability to gain profit economically by earning profits over its competitors in the same market and industry". The competitive advantage is increased by the value or benefits that a company can provide for its clients, which exceeds what it must incur in terms of creation costs. Buyers are willing to pay for this value or benefit, and superior value comes from offering a lower price than the price of the competitor for an equivalent benefit or offering a unique benefit that exceeds the price offered. Barney (2010) argues that, when actions are taken in the area or market which create economic benefits and several competing undertakings engage in similar activities, companies have a competitive advantage.

Wang (2014) states that competitive advantage is obtained when an organization develops or acquires a set of attributes (or takes actions) that enable it to outperform its competitors. Any undertaking which is going to take part in competition needs to be well aware of its competitors, explore them and get a feel for their customers. It is crucial to provide a proposal that will meet the requirements of target users more than competitors, in order to gain an edge over competition. An entrepreneur has to be able to recognise a variety of fundamental elements if he wishes to take advantage of competition. Saiman (2009) identifies the following essential elements as indicators of competition advantage:

- 1) Price or value, in order for an entrepreneurial business to be able to produce products and services at low costs, when this strategy is known as pricing not too high but not too low compared to competing products, the entrepreneur needs to be able to do so.
- 2) Pleasing consumers, the second advantage that must be pursued in order to allow products to compete with competitors is the pursuit of products that satisfy consumers.
- 3) Consumer experience, for consumers purchasing and using the product, products should be capable of giving them experience or knowledge.
- 4) Product attributes that can be recorded, the benefits of attribute records are that the product may be improved from existing attributes
- 5) Good service features, what's even more important is how unique service features can appear when those four elements are in a superior position.

Research Framework

This study aims to examine the influence of product quality on competitive advantage. Regarding the results of the empirical study and literature reviews as explained previously, the picture of the research model framework is presented in the following figure:



Figure 1. Research Framework

Research Hypothesis

- H0 : Product quality doesn't have a positive and significant influence on the competitive advantage of Bakmie Ayam Khaizan Tigabelas
- H1 : Product quality has a positive and significant influence on the competitive advantage of Bakmie Ayam Khaizan Tigabelas

RESEARCH METHODS

The quantitative approach to testing this theory is taken into account in the research. The type of research that is structured in a systematic, well defined and structured way at all stages of the research design process shall be considered as quantitative research methodology. Judging from the nature of this research is a descriptive analysis. Descriptive research aims at systematically and accurately providing symptoms, factual information and events in relation to the characteristics of a specific population or territory. This kind of research aims to support the theory that has relevance to the present state of affairs. A two-part questionnaire has been used to carry out the survey. The first section of the questionnaire included demographic data (age, monthly income, domicile of residence, and purchasing intention), while the second section included measurement of the study model components. The data from this research shall be gathered utilizing questionnaires distributed via Google Forms with 24 items of the Product Quality variable and 10 items of the Competitive Advantage variable. With a total of 97 respondents, all samples are taken using the nonprobability sampling method and the purposive sampling method.

The collected data will be processed and analyzed using descriptive statistics and tested using IBM SPSS Version 26th software. The definition of variable operationalization can be seen in the following table:

Table 1. Product Quality Variable Operationalization

| Variable | Statements | Number of Items |
|-----------------------------------------------------|---------------------------------------------------------------------------------------------------|-----------------|
| Product Quality (X) Source : Tjiptono (2012) | Bakmie Ayam Khaizan Tigabelas has many flavors. | 1 |
| | Bakmie Ayam Khaizan Tigabelas has the right level of maturity for consumption. | 2 |
| | I'm interested in Bakmie Ayam Khaizan Tigabelas because it has a soft texture. | 3 |
| | I am interested in Bakmie Ayam Khaizan Tigabelas because it has a delicious topping taste. | 4 |
| | Bakmie Ayam Khaizan Tigabelas has a high level of hygiene. | 5 |
| | Bakmie Ayam Khaizan Tigabelas has the right portion so it can satisfy consumers. | 6 |
| | I believe Bakmie Ayam Khaizan Tigabelas is processed according to the applicable standards. | 7 |
| | I believe Bakmie Ayam Khaizan Tigabelas can be consumed by all groups. | 8 |
| | Bakmie Ayam Khaizan Tigabelas's appearance matches the image on the promotional media. | 9 |
| | Bakmie Ayam Khaizan Tigabelas is served with complete spices. | 10 |
| | Bakmie Ayam Khaizan Tigabelas has good product durability. | 11 |
| | Bakmie Ayam Khaizan Tigabelas does not spoil easily even though it is not consumed immediately. | 12 |
| | Bakmie Ayam Khaizan Tigabelas has a good consistency of taste. | 13 |
| | The composition of ingredients from Bakmie Ayam Khaizan Tigabelas is according to consumer needs. | 14 |
| | Bakmie Ayam Khaizan Tigabelas is ready to replace if there is product damage. | 15 |
| | Bakmie Ayam Khaizan Tigabelas still has the same taste even though it's reheated. | 16 |
| | Bakmie Ayam Khaizan Tigabelas provides a platform for customer complaint services. | 17 |
| | Bakmie Ayam Khaizan Tigabelas customer complaints are handled quickly. | 18 |
| | Bakmie Ayam Khaizan Tigabelas is presented in an attractive way with complete toppings. | 19 |

| | |
|-------------------------------------------------------------------------------------------------------|----|
| Serving Bakmie Ayam Khaizan Tigabelas arouses the appetite of customers. | 20 |
| I understand the composition of Bakmie Ayam Khaizan Tigabelas well. | 21 |
| Bakmie Ayam Khaizan Tigabelas has always been the customer's first choice. | 22 |
| There is information about the composition of serving Bakmie Ayam Khaizan Tigabelas in the menu book. | 23 |
| Customers always get updates regarding product information. | 24 |

Table 2. Competitive Advantage Variable Operationalization

| Variable | Statements | Number of Items |
|-----------------------|--------------------------------------------------------------------------------------------------------------|-----------------|
| Competitive Advantage | Bakmie Ayam Khaizan Tigabelas is sold at a more affordable price with comparable quality to its competitors. | 25 |
| | Additional menu prices at Bakmie Ayam Khaizan Tigabelas are more affordable than its competitors. | 26 |
| | Bakmie Ayam Khaizan Tigabelas is better able to meet customer expectations compared to its competitors. | 27 |
| | All Bakmie Ayam Khaizan Tigabelas products have never disappointed consumers. | 28 |
| | Bakmie Ayam Khaizan Tigabelas provides a more memorable culinary experience compared to its competitors. | 29 |
| | Bakmie Ayam Khaizan Tigabelas has a distinctive taste that makes it easy for consumers to remember. | 30 |
| | Bakmie Ayam Khaizan Tigabelas provides more complementary menu choices compared to its competitors. | 31 |
| | Consumers can upgrade orders at Bakmie Ayam Khaizan Tigabelas as desired. | 32 |
| | The service provided by Bakmie Ayam Khaizan Tigabelas is superior compared to its competitors. | 33 |
| | Complaints experienced by consumers are always handled properly by Bakmie Ayam Khaizan Tigabelas Management. | 34 |

RESULTS AND DISCUSSIONS

Results

A. Profile of Respondents

The demographic result as a test of respondents' profiles has been used to determine their backgrounds with four main categories of characteristics, in terms of age, monthly income, domicile of residence, and purchasing intention. The following table shows the respondent's profile in detail:

Table 3. Respondents Profile

| | n | % | | n | % |
|------------------------------|----|-------|-----------------------------|----|-------|
| Age | | | Domicile | | |
| 20 – 25 years old | 11 | 11,3% | Villa Bogor Indah | 23 | 23,7% |
| 26 – 30 years old | 81 | 83,5% | Cibuluh | 45 | 46,4% |
| 30 – 35 years old | | | Kedung Halang | 10 | 10,3% |
| | | | Pasir Jambu | 14 | 14,4% |
| | | | Sukaraja | 5 | 5,2% |
| Monthly Income | | | Purchasing Intention | | |
| Rp.3.000.001 – Rp.5.000.000 | 19 | 19,6% | < 5 times | 5 | 5,2% |
| Rp.5.000.001 – Rp.7.000.000 | 72 | 74,2% | 5 – 10 times | 79 | 81,4% |
| Rp.7.000.001 – Rp.10.000.000 | 6 | 6,2% | 10 – 15 times | 10 | 10,3% |
| | | | >15 times | 3 | 3,1% |

B. Descriptive Statistics

For this research, descriptive statistics take into account the perceptions of respondents based upon items from the questionnaire and are calculated following an average and a benchmark deviation for variables used to estimate it. As shown in Table 4 below, the mean and standard deviations of questionnaire responses have been calculated. The results are as follows:

Table 4. Descriptive Statistics

| Variable | Minimum | Maximum | Mean | Std. Deviation |
|-----------------------|---------|---------|---------|----------------|
| Product Quality | 3,00 | 5,00 | 3,94416 | 0,06657 |
| Competitive Advantage | 3,00 | 5,00 | 3,98969 | 0,06477 |

On a scale of 3.00, all statements were shown to score higher than the mean, which was statistically positive. Going detail to the analysis section, the highest mean among statements from the Product Quality variable was scored by

the item statement “I believe Bakmie Ayam Khaizan Tigabelas is processed according to the applicable standards” scoring a mean of (4,13/5,00) compared to the last statement “I’m interested in Bakmie Ayam Khaizan Tigabelas because it has a soft texture” scoring a mean of (3,17/5,00) but still statistically positive. For the Competitive Advantage variable, the highest mean among statements was scored by item statement “Bakmie Ayam Khaizan Tigabelas is sold at a more affordable price with comparable quality to its competitors.” scoring a mean of (4,16/5,00), compared to the statement “Bakmie Ayam Khaizan Tigabelas is better able to meet customer expectations compared to its competitors” scoring a mean of (3,62/5,00) but still statistically positive.

C. Validity and Reliability Analysis

Validity Test

For determining whether items on the list of statements can be defined as variables, a validity test is applied. Each statement item whose validity has been tested has been subjected to an instrument validity test. The validity of the test was calculated using a statistical package for social sciences, version 26th computer aid. The result of the validity test is as follows:

Table 5. Validity Test on Influencer Marketing Variable

| Item | r count | r table | Explanation |
|---------|---------|---------|-------------|
| Item_1 | 0,404 | 0,1975 | Valid |
| Item_2 | 0,222 | 0,1975 | Valid |
| Item_3 | 0,302 | 0,1975 | Valid |
| Item_4 | 0,238 | 0,1975 | Valid |
| Item_5 | 0,404 | 0,1975 | Valid |
| Item_6 | 0,220 | 0,1975 | Valid |
| Item_7 | 0,231 | 0,1975 | Valid |
| Item_8 | 0,724 | 0,1975 | Valid |
| Item_9 | 0,203 | 0,1975 | Valid |
| Item_10 | 0,330 | 0,1975 | Valid |
| Item_11 | 0,203 | 0,1975 | Valid |
| Item_12 | 0,202 | 0,1975 | Valid |
| Item_13 | 0,273 | 0,1975 | Valid |
| Item_14 | 0,166 | 0,1975 | Invalid |
| Item_15 | 0,330 | 0,1975 | Valid |
| Item_16 | 0,724 | 0,1975 | Valid |
| Item_17 | 0,591 | 0,1975 | Valid |
| Item_18 | 0,414 | 0,1975 | Valid |
| Item_19 | 0,217 | 0,1975 | Valid |
| Item_20 | 0,591 | 0,1975 | Valid |
| Item_21 | 0,712 | 0,1975 | Valid |
| Item_22 | 0,205 | 0,1975 | Valid |

| | | | |
|---------|-------|--------|-------|
| Item_23 | 0,697 | 0,1975 | Valid |
| Item_24 | 0,724 | 0,1975 | Valid |

The results of the validity test of the Product Quality statement items show that out of 24 statement items, there is 1 statement that has an r count smaller than the r table, namely number 14, so item statement number 14 is declared invalid and not used in research.

Table 6. Validity Test on Competitive Advantage Variable

| Item | r count | r table | Explanation |
|---------|---------|---------|-------------|
| Item_25 | 0,346 | 0,1975 | Valid |
| Item_26 | 0,316 | 0,1975 | Valid |
| Item_27 | 0,376 | 0,1975 | Valid |
| Item_28 | 0,635 | 0,1975 | Valid |
| Item_29 | 0,597 | 0,1975 | Valid |
| Item_30 | 0,524 | 0,1975 | Valid |
| Item_31 | 0,386 | 0,1975 | Valid |
| Item_32 | 0,309 | 0,1975 | Valid |
| Item_33 | 0,084 | 0,1975 | Invalid |
| Item_34 | 0,246 | 0,1975 | Valid |

The results of the validity test of the Competitive Advantage statement items show that out of 10 statement items, there is 1 statement that has an r count smaller than the r table, namely number 33, so item statement number 33 is declared invalid and not used in research.

Reliability Test

Reliability testing is related to the problem of having confidence in the research instrument. If the answers of respondents to questions have been consistent or stable for some time, a research instrument may be considered reliable. The research instrument test is said to be reliable if the reliability coefficient (ri) as known as Cronbach Alpha value $> 0,60$.

Table 7. Cronbach's Alpha

| Variable | Number of Items | ri |
|-----------------------|-----------------|-------|
| Product Quality | 24 | 0.708 |
| Competitive Advantage | 10 | 0.549 |

The Cronbach Alpha for all variables was demonstrated to be more than 0.60 in the results of a reliability test shown below so that it can be stated that the research instrument variable's stability is guaranteed.

D. Normality Test

Normality testing shall be performed to determine whether or not the collected data are generally shared. The result can be seen in the table below:

Table 8. Normality Test

| One-Sample Kolmogorov-Smirnov Test | | |
|-------------------------------------|--------------------------|-------------------------|
| | | Unstandardized Residual |
| N | | 97 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 2.35508138 |
| | Most Extreme Differences | |
| | Absolute | .066 |
| | Positive | .066 |
| | Negative | -.046 |
| Test Statistic | | .066 |
| Asymp. Sig. (2-tailed) ^c | | .200 ^{c,d} |

The value of the probability number or Asymp can be used to determine the results of the data normality test with the KolmrovogoSmirnov. Sig (2-tailed) with a significance level of 0,05 or 5% with decision making if the significance value is less than 0,05 or 5% then the data distribution is not normal and vice versa. It can be concluded from Table 8 that the Asymp value is the reason for the distribution of the research variable data. Sig (2-tailed) 0,200 is greater than 0,05.

E. Regressions and Partial Test (T-Test)

The prediction or examination of the relationship between an independent variable and a dependent variable shall be carried out with simple regression analysis. If the independent variable scores have been established, then it will be possible to determine the value of an independent variable. For the purpose of this study, IBM SPSS Version 26th has been used to calculate an easy linear regression model based on analysis results:

Table 9. Regressions and Partial Test

| Regression | | | | | | |
|------------|-----------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 26.443 | 4.199 | | 6.297 | .000 |
| | Product Quality | .144 | .042 | .329 | 3.396 | .001 |

The result of the simple linear regression equation model can be shown as follows from the table above:

$$Y = 26,443 + 0.144X$$

Explanation:

Y : Competitive Advantage
X : Product Quality

A constant of 26.443 states that if there is no Product Quality value then the Competitive Advantage value is 32.172. The regression coefficient X is equal to 0.144 states that for every addition of 1 value of Product Quality, it will increase the value of Competitive Advantage by 0.144. Conversely, every 1 reduction in the Product Quality value will reduce the Competitive Advantage value by 0.144.

The table above also contains the result of the t-test which has a t_{count} result of 3,396 for the hypotheses which is higher than the t_{table} of 1,661 and a significance value is obtained that is smaller than the set level of 0,05 so the hypotheses is declared positive and have a significant influence. It means H1 is accepted.

F. Discussion

The results showed that the product quality owned by Bakmie Ayam Khaizan Tigabelas UMKM was able to influence competitive advantage positively and significantly. These results indicate that competitive advantage is obtained from increasing the conformity of specifications, value, fit for use, support, and quality impression. It was stated by Kotler and Armstrong (2012) that the quality of a product is closely linked to its ability to perform its tasks, including overall performance, durability, accuracy, ease of operations and repairability plus other important characteristics. In order to satisfy the needs of consumers, according to Tjiptono (2012), quality is measured in terms of expected levels of quality and its control over diversity. The company that produces products with attractive features seems to be preferred by consumers. The need of the consumer for a product that will be produced has to be understood by business people. A set of uses or functions, for example durability, product dependability, exclusivity, comfort and exterior appearance, can be used to determine the quality of a product. Maintaining the quality of the products of the company is important, because the better the quality of the products of the company, the more customers will be interested in buying and even buying again for the product, which can be the company's strategy for maintaining its competitive advantage.

The results of this study are also reinforced by research conducted by Chandra (2021) where product quality has a positive and significant effect on purchasing decisions. The better the improvement and adjustment of the quality of a product so that it is in line with the desires and needs of consumers, it will support the company's competitive advantage. The same thing was also expressed by Dahmiri, et al. (2021) in his research where product quality has a positive and significant effect on encouraging MSME competitive advantage. Good quality culinary MSME products are one of the efforts that can be made to win in market competition. Product quality will create a competitive advantage for businesses including culinary MSMEs. Management of the quality of culinary products must be adjusted to the desires and needs of consumers to create a business competitive

advantage. Superior product quality will have a direct impact on business performance, there is a close relationship between quality and value, and it is also related to business competitive advantage. Products with superior quality in principle will have a positive influence on business continuity, where consumers will choose the best quality products. Good product quality will strengthen the position or position of the product in the minds of consumers and enable consumer satisfaction and on the other hand, will attract new customers which will ultimately create a competitive advantage in business.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Product quality is one of the factors that hold a potential position to support the competitive advantage of Bakmie Ayam Khaizan Tigabelas MSMEs. This is proven by the result of the t-test which has a t_{count} result of 3,396 for the hypotheses which is higher than the t_{table} of 1,661 and a significance value is obtained that is smaller than the set level of 0,05. Moreover, when businesses focus on improving product quality by adjusting product support features and improving services, consumers will pay more attention to the product so that other product options will be eliminated from their minds. This is where a competitive advantage will be created between MSMEs and their competitors. Competitive advantage occurs when a business can be the first and always be the choice of consumers. Bakmie Ayam Khaizan Tigabelas MSMEs show positive results regarding the effect of product quality on competitive advantage, meaning that business people have achieved their goal of becoming the most superior in their field through the quality of the products offered to consumers.

Recommendation

When conducting this study, the researcher discovered several limitations that might be the issues that bordered this study. The limitations in this study are regarding the number of samples that are too small to describe the overall condition, the scope of objects that are not large enough, and in data collection, it occurs that the actual opinions of respondents in surveys are not consistently presented by questionnaire information and this is because of differences in views, assumptions and diverging perceptions on each respondent. To carry out further studies, it is recommended that they take a wider sample to achieve greater data accuracy in their research. Moreover, the researchers hope to continue their ongoing research in order to be able to observe and measure any changes in respondents' behaviour from time to time. For MSMEs, researchers suggest that product quality improvement should always be carried out sustainably so that MSMEs can still gain a competitive advantage and become the main choice of consumers in the culinary field of Chicken Bakmie.

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