

THE INFLUENCE OF PRODUCT INNOVATION, MARKETING CAPABILITIES, AND BRAND EQUITY ON THE COMPETITIVENESS OF HERBAL PRODUCTS AT PT KELORIA MORINGA JAYA, MEDAN

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Abstract: This study aims to determine and analyze the effect of Product Innovation, Marketing Capability, and Brand Equity on the Competitiveness of Herbal Products at PT Keloria Moringa Jaya, Medan. The research method used in this study is a quantitative descriptive research method. The number of samples in this study was 70 respondents, calculated using a formula with a 10% margin of error. Based on the results of the t-test hypothesis, it can be concluded that product innovation partially has a positive and significant effect on product competitiveness, marketing capabilities partially do not have a significant effect on product competitiveness, and brand equity partially has a positive and significant effect on product competitiveness. Based on the results of the F hypothesis test, it can be concluded that product innovation, marketing capabilities, and brand equity together or simultaneously have a significant effect on product competitiveness. Based on the results of the coefficient of determination analysis, it is known that the coefficient of determination (adjusted R-square) value is 0.671. Based on this value, product innovation, marketing capabilities, and brand equity are able to influence purchasing decisions by 67.1%, with the remaining 32.9% explained by other variables or factors

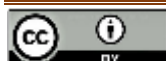
Keywords: Product Innovation, Marketing Capabilities, Brand Equity, Competitiveness

Abstrak: Penelitian ini bertujuan untuk menentukan dan menganalisis pengaruh Inovasi Produk, Kapabilitas Pemasaran, dan Ekuitas Merek terhadap Daya Saing Produk Herbal di PT Keloria Moringa Jaya, Medan. Metode penelitian yang digunakan dalam penelitian ini adalah metode penelitian deskriptif kuantitatif. Jumlah sampel dalam penelitian ini adalah 70 responden, dihitung menggunakan rumus dengan margin kesalahan 10%. Berdasarkan hasil uji hipotesis t, dapat disimpulkan bahwa inovasi produk sebagian berpengaruh positif dan signifikan terhadap daya saing produk, kapabilitas pemasaran sebagian tidak berpengaruh signifikan terhadap daya saing produk, dan ekuitas merek sebagian berpengaruh positif dan signifikan terhadap daya saing produk. Berdasarkan hasil uji hipotesis F, dapat disimpulkan bahwa inovasi produk, kapabilitas pemasaran, dan ekuitas merek bersama-sama atau secara simultan berpengaruh signifikan terhadap daya saing produk. Berdasarkan hasil analisis koefisien determinasi, diketahui bahwa nilai koefisien determinasi (adjusted R-square) adalah 0,671. Berdasarkan nilai ini, inovasi produk, kemampuan pemasaran, dan ekuitas merek mampu memengaruhi keputusan pembelian sebesar 67,1%, dengan sisa 32,9% dijelaskan oleh variabel atau faktor lain.

Kata kunci: Inovasi Produk, Kemampuan Pemasaran, Ekuitas Merek, Daya Saing

INTRODUCTION

The herbal industry in Indonesia has enormous economic potential and continues to show positive growth trends from year to year. According to the Indonesia Herbal Supplements Market Report (2023), the market value for herbal supplements in the country has reached approximately USD 31.56 million. This value is projected to continue to skyrocket, reaching USD 48.08 million by 2030, with a stable compound annual growth rate (CAGR) of 6.2%. This massive growth is inseparable from the shift in people's lifestyles after the pandemic, who are increasingly aware of the importance of health and prefer natural products over synthetic chemicals.



One of the most popular commodities in this industry is the moringa plant (*Moringa oleifera*). This plant is nicknamed the "miracle tree" due to its high nutritional content and various health benefits, ranging from micronutrient fulfillment to traditional medicine. The market potential for moringa is wide open, both for the domestic and export markets. However, despite the abundance of raw materials and high demand, local herbal businesses still face major challenges in terms of product competitiveness.

Competitiveness is a crucial factor that determines whether a company can survive amid competition from domestic and foreign products. Highly competitive products are characterized by a company's ability to differentiate itself, maintain consistent quality, and provide real added value to its consumers. In today's herbal business ecosystem, competitiveness is no longer determined solely by the quality of raw materials, but rather by the synergy of continuous product innovation, agile marketing capabilities, and brand equity in the eyes of customers.

Product innovation is the key to creating differentiation in a homogeneous market. Without innovation, herbal products will simply become ordinary commodities that are easily replaceable. Based on previous studies, product innovation has been proven to have a significant impact on business performance and competitive advantage. However, the reality on the ground shows that many local herbal producers are still stuck in conventional product formats without any updates in terms of packaging, taste, or more modern dosage forms.

In addition to innovation, marketing capabilities play a vital role in bridging products with consumers. These capabilities include the company's ability to read market trends, set competitive pricing strategies, and manage distribution channels. Companies with good marketing capabilities are able to effectively communicate the unique value of their products to the right target market. Unfortunately, many herbal businesses, including PT Keloria Moringa Jaya, are still struggling to optimize their digital marketing strategies and expand their distribution networks in order to compete with major players such as PT Sidomuncul or PT Deltomed.

The third factor that underpins competitiveness is brand equity. A brand is not just a name or logo, but a representation of a promise of quality and trust. Strong brand equity enables companies to gain customer loyalty and have greater bargaining power in pricing. However, research on brand equity in the herbal product sector is still relatively limited compared to the culinary or fashion sectors, making it an interesting topic for further study.

Research Objective

1. To determine and analyze the partial effect of product innovation on the competitiveness of herbal products at PT Keloria Moringa Jaya, Medan.
2. To determine and analyze the partial effect of marketing capability on the competitiveness of herbal products at PT Keloria Moringa Jaya, Medan.
3. To determine and analyze the partial effect of brand equity on the competitiveness of herbal products at PT Keloria Moringa Jaya, Medan.
4. To determine and analyze the simultaneous effect of product innovation, marketing capability, and brand equity on the competitiveness of herbal product at PT Keloria Moringa Jaya, Medan.

THEORETICAL FRAMEWORK

Marketing Management

Marketing management is a series of activities carried out by an organization to plan, implement, control, and evaluate programs designed to bring goods or services to market and maximize company profits.

According to (Kotler & Keller, 2018), "marketing management is the art and science of choosing target markets and acquiring, retaining, and growing customers through creating, delivering, and communicating superior customer value."

Product Innovation

The following explanation, according to Kotler & Keller (2018), regarding product innovation states that: product innovation is a combination of various processes that influence each other. Therefore, innovation is not the concept of a new idea, a new discovery, or even the development of a new market; rather, it is a reflection of all these processes.



This is also supported by the theory of Dhewanto et al. (2015) in Ramdani (2023), who states that product innovation is the result of new product development carried out by business actors or industry on existing or newly launched products.

Marketing Capabilities

According to Nath, Nachiappan, and Ramanathan (2010) in Heng (2021), marketing capability is a company's functional capability that plays a crucial role in integrating other company functions to create value, enabling it to provide solutions to problems faced by consumers, with all their needs, desires, and expectations. This capability plays a crucial role in generating customer value, which is key to a company's survival. They emphasize that marketing excellence stems not only from a company's assets or resources, but also from how the company combines and utilizes those resources.

Brand Equity

According to Tjiptono (2004) in (Pandiangan et al., 2021) states that brand equity is a set of brand assets and liabilities associated with a brand, its name, and its symbol, which add to or subtract from the value a product or service provides to a company and/or its customers.

According to Kotler and Keller (2009:36) in (Pandiangan et al., 2021), brand equity is the added value provided to products and services. Brand equity can be reflected in how consumers think, feel, and act in relation to the brand, as well as the price, market share, and profitability the brand provides to the company.

Competitiveness

According to Porter (1990) in (Khoirunnisa, 2020), an industry's competitiveness is determined by its ability to create sustainable added value through differentiation and cost leadership strategies. Indonesia's creative industry has great potential for differentiation because it is rooted in cultural diversity and rich local resources. However, challenges arise in terms of product quality, global standards, and limited access to international markets. Porter explains that companies can achieve competitive advantage through two main strategies: cost leadership and differentiation. A cost leadership strategy emphasizes production and operational cost efficiency so that companies can offer lower prices than competitors. Conversely, a differentiation strategy emphasizes creating unique products or services that provide added value to customers, such as quality, design, innovation, or a strong brand image.

Conceptual Framework

A conceptual framework is the basis for thinking in a study, combining theory with facts, observations, and literature reviews to serve as the basis for the research. The conceptual framework contains variables that explain the problem being studied, making it useful in addressing the issues being discussed.

To guide the writing of this thesis, a conceptual framework is needed that explains the relationship between product innovation, marketing capability, and brand equity and the competitiveness of herbal products at PT Keloria Moringa Jaya, Medan. In this study, the author created the following conceptual framework:

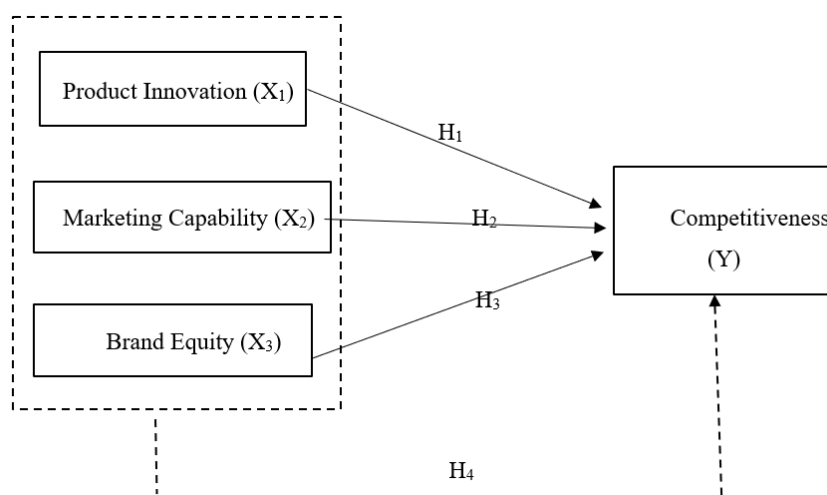


Figure 1. Conceptual Framework

Description:

—————→ : Partially
 -----→ : Simultaneously

RESEARCH METHOD

The research method used in this study is quantitative research. Quantitative research is a research method that deals with numbers, which are analyzed using statistics to measure the relationship between one variable and another. The data collection method uses a population and a sample. The population is the collection of research samples, while the sample is the research object to be studied. The choice of this quantitative method is relevant because it produces objective and measurable data, allowing researchers to draw valid conclusions based on statistical evidence. Furthermore, this approach helps advance knowledge in marketing management, particularly in understanding how the combination of product innovation, marketing capabilities, and brand equity can enhance product competitiveness in the herbal industry. Data processing in this research utilizes the SPSS version 27 software. From company data regarding total product sales, it is known that the number of consumers who purchased products between August 2024 and July 2025 was 237 people. By using alpha 10%, the sample size was 70 consumers

This study utilizes multiple linear regression analysis as there is more than one independent variable. Multiple linear regression analysis is used to determine the direction and magnitude of the influence of several independent variables simultaneously on a single dependent variable. The independent variables consist of Product Innovation (X_1), Marketing Capabilities (X_2), and Brand Equity (X_3), which influence Competitiveness (Y) as the dependent variable. Thus, the multiple linear regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Description:

Y = Competitiveness

a = Constant

b_1 = Regression Coefficient for Product Innovation

b_2 = Regression Coefficient for Marketing Capabilities

b_3 = Regression Coefficient for Brand Equity

X_1 = Product Innovation

X_2 = Marketing Capabilities

X_3 = Brand Equity

e = Error Term

In this study, the researcher utilizes several data analysis tools, including validity tests, reliability tests, normality tests, multicollinearity tests, heteroscedasticity tests, the t-test (partial), the F-test (simultaneous), and the coefficient of determination (R^2) test.

RESULTS AND DISCUSSION

Validity Test

The validity test is used to determine whether the questionnaire items are relevant and capable of measuring what they are intended to measure. The results of the validity test show that the calculated r-value (r-count) for each item is above 0,235. Therefore, it can be concluded that all statements in this study are valid.

Reliability Test

According to Sugiyono (2019), the reliability test aims to measure the level of consistency and dependability of a research instrument. The results of the reliability test indicate that the instrument is reliable, as the Cronbach's Alpha values are above the threshold of 0.60.

Normality Test

This test is used to examine the normality of the residuals in a regression model. In this study, normality is assessed using the Kolmogorov-Smirnov test, histogram analysis, and Normal Probability Plots (P-Plots).



Table 1. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		69
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.09032388
Most Extreme Differences	Absolute	.072
	Positive	.059
	Negative	-.072
Test Statistic		.072
Asymp. Sig. (2-tailed) ^c		.200 ^d

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

It is found that the Asymp. Sig. (2-tailed) value is 0.2, which is greater than 0.05; therefore, it can be concluded that the data are normally distributed.

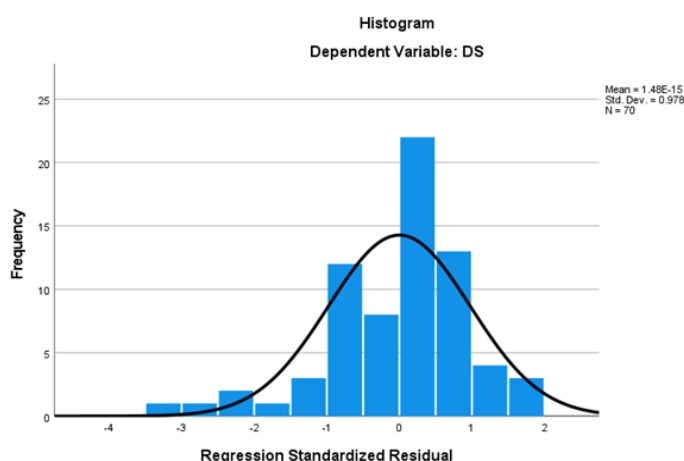


Figure 2. Histogram

Based on the histogram curve, it can be concluded that the data are normally distributed. This is evidenced by the histogram curve showing a balanced data distribution that is not skewed to the left or to the right.

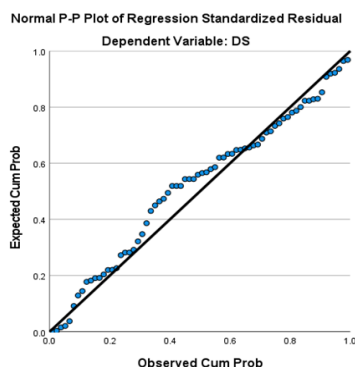
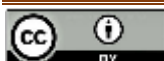


Figure 3. Normal P–P Plot of Regression Standardized Residuals

Based on the figure, it can be concluded that the data are normally distributed. This is indicated by the data points spreading along the diagonal line and not deviating significantly from it.

Multicollinearity Test



The multicollinearity test aims to determine whether there is a correlation between the independent variables within the regression model.

Table 2. Multicollinearity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.500	1.634		.306	.760		
	IP	.785	.123	.633	6.354	<.001	.190	5.260
	KP	-.011	.082	-.014	-.138	.891	.178	5.608
	BE	.370	.087	.357	4.277	<.001	.271	3.690

a. Dependent Variable: DS

Based on the table, it is observed that the Variance Inflation Factor (VIF) values are 5.260 for Product Innovation, 5.608 for Marketing Capabilities, and 3.690 for Brand Equity. Therefore, it can be concluded that no multicollinearity exists, as the VIF values for all independent variables are < 10.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is an inequality of variance in the residuals from one observation to another within the regression model.

Table 3. Heteroscedasticity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.325	.128		2.540	.013
	Inovasi Produk	.074	.140	.279	.530	.598
	Kapabilitas Pemasaran	-.197	.149	-.721	-1.320	.191
	Brand Equity	.057	.055	.195	1.034	.305

a. Dependent Variable: Abs_RES

Based on the table, it is observed that the significance (Sig.) values are 0.598 for Product Innovation, 0.191 for Marketing Capabilities, and 0.305 for Brand Equity. Since these values are greater than 0.05, it can be concluded that there are no symptoms of heteroscedasticity in the research data.

Multiple Linear Regression Analysis

Multiple linear regression analysis is intended to determine the linear relationship between several independent variables and a dependent variable.

Table 4. Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.901	1.750		.515	.609
	Inovasi Produk	.748	.136	.591	5.495	<.001
	Kapabilitas Pemasaran	-.001	.083	-.001	-.012	.991
	Brand Equity	.377	.087	.378	4.305	<.001

a. Dependent Variable: Daya Saing

$$Y=0,901 + 0,748X_1 - 0,001X_2 + 0,377X_3$$

Based on the regression equation, the results are described as follows:

1. The constant value of 0.901 indicates that if the product innovation, marketing capability, and brand equity variables are zero, then the purchase decision will be 0.901.



- The product innovation coefficient (X_1) is 0.748, meaning that if the product innovation variable increases by 1 unit, the purchase decision variable will increase by 0.748 units.
- The marketing capability coefficient (X_2) is -0.001, meaning that if the marketing capability variable increases by 1 unit, the marketing capability variable will decrease by 0.001 units.
- The brand equity coefficient (X_3) is 0.377, meaning that if the brand equity variable increases by 1 unit, the brand equity variable will increase by 0.377 units.

Partial Test (t-Test)

The t-test is used to determine whether the proposed hypotheses are accepted or rejected by examining the significance of the effect of each independent variable individually on the dependent variable.

Table 5. Partial Test (t-Test)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.901	1.750		.515	.609
	Inovasi Produk	.748	.136	.591	5.495	<.001
	Kapabilitas Pemasaran	-.001	.083	-.001	-.012	.991
	Brand Equity	.377	.087	.378	4.305	<.001

a. Dependent Variable: Daya Saing

Based on the table above, it can be seen that the effect of each X variable on the Y variable is as follows:

- The calculated t-value for product innovation is $5.495 > t\text{-table } 1.997$, with a significance value of $0.001 < 0.05$. Therefore, it can be concluded that product innovation has a partial positive and significant effect on product competitiveness at PT Keloria Moringa Jaya, Medan. Therefore.
- The calculated t-value for marketing capability is $-0.012 < t\text{-table } 1.997$, with a significance value of $0.991 > 0.05$. Therefore, it can be concluded that marketing capability does not have a partial significant effect on product competitiveness at PT Keloria Moringa Jaya, Medan.
- The calculated t-value for brand equity is $4.035 > t\text{-table } 1.997$, with a significance value of $0.001 < 0.05$. Therefore, it can be concluded that brand equity has a partial positive and significant effect on product competitiveness at PT Keloria Moringa Jaya, Medan.

Simultaneous Test (F-Test)

The F-test aims to examine the simultaneous effect of the independent variables on the dependent variable. It determines whether Product Innovation, Marketing Capabilities, and Brand Equity, when taken together, significantly influence Competitiveness.

Table 6. Partial Test (t-Test)

ANOVA^a

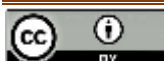
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	283.520	3	94.507	47.272	<.001 ^b
	Residual	129.949	65	1.999		
	Total	413.469	68			

a. Dependent Variable: Unstandardized Residual

b. Predictors: (Constant), Brand Equity, Inovasi Produk, Kapabilitas Pemasaran

Based on the table above, the calculated F value is $47.272 > F\text{ table } 2.746$ and the significance value of F is $0.001 < 0.05$. Therefore, it can be concluded that product innovation, marketing capability, and brand equity simultaneously have a positive and significant effect on product competitiveness at PT Keloria Moringa Jaya, Medan.

Coefficient of Determination (R^2) Test



The value of the coefficient of determination ranges between zero and one ($0 < R^2 < 1$). A small R^2 value indicates that the ability of the independent variables to explain the dependent variable is very limited.

Table 7. Coefficient of Determination (R²) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.828 ^a	.686	.671	1.41393499

a. Predictors: (Constant), Brand Equity, Inovasi Produk, Kapabilitas Pemasaran

The coefficient of determination (Adjusted R Square) value of 0.671 shows that 67.1% of the product competitiveness variable (Y) at PT Keloria Moringa Jaya, Medan can be explained by the product innovation variable (X_1), marketing capability (X_2), and brand equity (X_3), while the remaining 32.9% can be explained by other variables not examined in this study.

DISCUSSION

The Influence of Product Innovation on Competitiveness

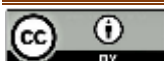
Based on the results of the t-hypothesis test, the calculated t-value for product innovation was $5.495 > t\text{-table } 1.997$ and a significant value of $0.001 < 0.05$. It can be concluded that product innovation has a partial positive and significant effect on product competitiveness. The significant effect of product innovation indicates that a company's ability to create and develop new products, improve product quality, and update packaging and product variants are important factors in increasing competitiveness. In the herbal product industry, innovation is crucial because consumers consider not only health benefits but also practicality, appearance, and product differentiation compared to similar products in the market. These results are in line with the innovation theory presented by (Sri et al., 2024) which states that innovation is the main source of a company's competitive advantage. These findings also support previous research that concluded that product innovation significantly impacts competitiveness, particularly in the natural resource-based and healthcare sectors. Therefore, product innovation can be considered a strategic factor that PT Keloria Moringa Jaya Medan needs to continuously develop to maintain and enhance its product competitiveness.

The Influence of Marketing Capabilities on Competitiveness

Based on the results of the hypothesis test, the t-value of marketing capability was obtained at $-0.012 < t\text{-table } 1.997$ and a significance value of $0.991 > 0.05$, so it is concluded that marketing capability partially does not have a significant effect on product competitiveness. The insignificant effect of marketing capability indicates that the company's ability to carry out marketing activities, such as promotion, distribution, and marketing communication strategies, has not been able to make a real contribution to increasing the competitiveness of herbal products. This may be caused by marketing activities that are still general in nature and do not yet have advantages that differentiate the company from its competitors. The results of this study show differences with the marketing capability theory presented by (Rahayu & Diatmika, 2024) that can increase a company's competitive advantage. However, these findings can be interpreted to mean that, in the context of PT Keloria Moringa Jaya Medan, marketing capability is not yet a primary factor in determining competitiveness. Therefore, the company needs to evaluate and strengthen its marketing strategy to have a more significant impact on future product competitiveness.

The Influence of Brand Equity on Competitiveness

Based on the results of the hypothesis test, the calculated t-value of brand equity was $4.035 > t\text{-table } 1.997$ and a significance value of $0.001 < 0.05$. It can be concluded that brand equity partially has a positive and significant effect on product competitiveness. The significant influence of brand equity indicates that brand strength plays an important role in increasing the competitiveness of herbal products. The results of this study are in line with previous research presented by (Hidayati & Nugroho, 2023) that brand equity is an intangible asset that can increase the value and competitiveness of a



product. Furthermore, these findings support previous research that found brand equity significantly influences competitiveness and consumer preference. Therefore, strengthening brand equity is crucial for PT Keloria Moringa Jaya Medan in its efforts to increase the competitiveness of herbal products in Indonesia.

CONCLUSION

Based on the results obtained after completing all tests in this study, the following conclusions can be drawn:

1. Partially, product innovation has a positive and significant effect on the competitiveness of herbal products, with the results of the t-test hypothesis obtaining a calculated t-value for product innovation of $5.495 > t\text{-table } 1.997$ and a significance value of $0.001 < 0.05$.
2. Partially, marketing capability does not have a significant effect on the competitiveness of herbal products, with a calculated t-value for marketing capability of $-0.012 < t\text{-table } 1.997$ and a significance value of $0.991 > 0.05$.
3. Partially, brand equity has a positive and significant effect on the competitiveness of herbal products. The hypothesis test results show a calculated t-value of 4.035 for brand equity > 1.997 for t-table, with a significance level of $0.001 < 0.05$.
4. Simultaneously, product innovation, marketing capability, and brand equity have a positive and significant effect on the competitiveness of herbal products, with a calculated F-value of $47.272 > 2.746$ for F-table, with a significance level of $0.001 < 0.05$.
5. The coefficient of determination (R^2) indicates that 68.6% of the product competitiveness variable can be explained by product innovation, marketing capability, and brand equity, while the remaining 31.4% is influenced by other variables outside the research model. These results indicate that the research model used has sufficient explanatory power to explain the factors influencing the competitiveness of herbal products.

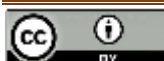
Suggestions

Based on the research findings, the following suggestions are proposed:

1. Companies are advised to continue improving product innovation by developing herbal product variations, improving the quality of raw materials, and improving packaging to make it more attractive and informative. Continuous innovation is expected to increase product added value and strengthen the company's competitiveness in the market.
2. Companies need to strengthen brand equity by increasing brand awareness, consistency, product quality, and brand communications that emphasize the advantages and benefits of herbal products. A strong brand will increase consumer trust and become a sustainable competitive advantage.
3. Companies are advised to evaluate and develop marketing capabilities to be more effective and align with the characteristics of the herbal product market. A more targeted marketing strategy, based on consumer education and trust, is expected to make a more significant contribution to increasing product competitiveness.
4. Future researchers are advised to add other variables that could potentially influence the competitiveness of herbal products, such as product quality, price, consumer trust, or halal certification, to provide more comprehensive research results, can use different research methods, are advised to expand the research object and sample size.

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