

ABSTRACT

Currently, the culinary industry is one of the fields that is currently growing rapidly in Indonesia, even the world. Processed food and beverages are the highest food commodities in the percentage of expenditure per capita in a month. This is an opportunity for the culinary business to continue to supply consumer demand supported by new innovations.

At the beginning of 2020, Covid-19 was declared to have entered Indonesia so that it had many impacts covering all aspects of life, especially culinary business people, from restaurants to MSMEs. At the same time, when many restaurants are in danger of going bankrupt, ngikan still has the courage to continue to open branches, including relocation in the city of Bandung.

This study aims to determine the effect of product innovation on the competitive advantage of fish in the city of Bandung. This research uses quantitative method with descriptive research type. Sampling was carried out using a non-probability sampling method with purposive sampling type.

The survey used in this study was distributed to 100 respondents who had made transactions more than once in Ngikan, Bandung City within the last 6 months. The distribution of the questionnaires was done online using Google Form. The data analysis technique used is descriptive analysis and classical assumption test including normality test, heteroscedasticity test and homogeneity test. Statistical analysis used is simple linear regression analysis and uses t test and coefficient of determination to test the hypotheses in this study. From the overall results of the descriptive analysis, the consumer assessment scores obtained fall into the fairly high to high category range, this proves that the response given to Ngikan's competitive advantage and product innovation is still quite good and positive.

The results show that the hypothesis is accepted, namely that product innovation has a significant and significant impact on Ngikan Yuk's competitive advantage in the city of Bandung. The magnitude of the influence of Product Innovation on Competitive Advantage is 51%, which means that the Product Innovation variable has provided 51% of the information needed to predict the Competitive Advantage variable.

Keywords: Product Innovation, Competitive Advantage, Culinary Business