

ABSTRACT

Increasing internet penetration in Indonesia has accelerated the growth of E-Commerce significantly. According to the latest E-Conomy SEA report in 2020, it is projected that the E-Commerce market in Indonesia will reach USD 53 billion or around IDR 786.6 trillion in 2025, with an annual growth rate (CAGR) of around 29% from 2020 to 2025 . As shopping behavior changes, E-Commerce players cannot avoid competing strategies to increase their appeal. This has made the competitive map in the Indonesian E-Commerce industry increasingly attractive in recent years.

Keza Hijab is a company based in Bandung and operating in the world of E-commerce, has built a reputation as a producer of quality Muslim clothing and Muslim products for women. Keza hijab itself has established several marketing strategies in live streaming to attract the attraction and good relationships of consumers, namely by interacting directly with customers, creating a more personal relationship and building trust by greeting customers by their name, responding to comments, and providing a better experience. more intimate. This research aims to explore the impact of Innovation on Competitive Advantage, by focusing on the Live Streaming Selling Phenomenon in the context of the hijab fashion industry.

This research uses a quantitative method with 100 samples selected through purposive sampling technique. Primary data was collected through a questionnaire distributed via Instagram and analyzed using SPSS version 27. Data analysis was carried out through descriptive analysis with classical assumption tests including Normality Test, Heteroscedasticity Test and Multicollinearity Test. The statistical analysis used is simple Linear Regression analysis and Partial Hypothesis and Coefficient of Determination to test the research hypothesis regarding the Influence of Innovation on Competitive Advantage Based on the Live Streaming Selling Phenomenon Study on Keza Hijab.

Based on the results of data analysis, it is known that the innovation variable has a positive and significant influence on competitive advantage of 19.8% on Competitive Advantage Based on the Live Streaming Selling Phenomenon Study on Keza Hijab, while the remaining 80.2% is influenced by other variables not included in this research such as compensation, organizational culture, work environment, etc.

Keywords : Innovation, Competitive Advantage, Live Streaming Selling, Hijab