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The Influence of Basreng Product Innovation on the Competitiveness of the Ud Sanjaya South Lampung (Natar) Food Factory

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Abstract
One of the snack manufacturers in South Lampung, particularly in the Natar region, where the snack sector is highly competitive, is UD Sanjaya. The purpose of this study is to examine how the competitiveness of the UD Sanjaya food factory in South Lampung, Natar, is impacted by product innovation, product quality, and basreng design. The author bases the question, "Is there an effect of Competitiveness on Product Innovation in Basreng?" on this. This study aims to evaluate UD Sanjaya's competitiveness in the snack market and ascertain how basreng product innovation affects the company's competitiveness. Competitiveness (Y) is the dependent variable, whereas product innovation (X1), product quality (X2), and packaging design (X3) are the independent factors under investigation. This study's methodology is quantitative analysis, and consumer surveys were employed to gather data. The study's findings suggest that product innovation significantly and favorably affects competitiveness since it can boost customer loyalty and attention. Additionally, because consumers are choosing higher-quality products more and more, product quality has a big influence on the present. Due to its ability to affect how consumers view a product, attractive and useful packaging design is also crucial for boosting competitiveness. Overall, this study concludes the variables are interrelated and also give tasks increasing the competitiveness of UD Sanjaya. Therefore, the company is encouraged to continue in developing as well as improving quality standards in terms of packaging quality and maintaining a position in the market.

Keywords: Product Innovation, Product Quality, Packaging Design, Competitiveness.

I. Introduction

Small Business plays a significant role in the Indonesian economy. UD Sanjaya is a small and medium enterprise engaged in the snack sector, especially Basreng (fried meatballs), which has become one of its leading products. UD Sanjaya is located in Natar, South Lampung and has succeeded in positioning itself as one of the well-known snack producers in the area. With a commitment to quality and taste, UD Sanjaya continues to innovate to maintain and improve its competitiveness in a market that is becoming stronger. Innovation is a change made by a company including new results or services to consumers and meeting the needs of the expansion market, implementing new stages to improve the efficiency of developing or implementing new marketing strategies to increase distribution opportunities, and combining new management systems and methods to improve operational efficiency. With the increasing development of an industry, more similar businesses will certainly emerge, as is the case in the food industry which results in increasingly competitive business competition. To be competitive, a company must have the strength to remain competitive in increasingly tight competition, especially similar companies.

Small and Medium Enterprises (SMEs) play a crucial role in the Indonesian economy, contributing significantly to employment and economic growth (OECD, 2019). One such SME is UD Sanjaya, a business specializing in snack production, particularly Basreng (fried meatballs), which has gained popularity as a local delicacy. Located in Natar, South Lampung, UD Sanjaya has successfully positioned itself as one of the well-known snack producers in the region. Its commitment to quality, taste, and continuous innovation has enabled it to sustain and enhance its competitiveness in an increasingly saturated market (Porter, 1985).

Innovation is a fundamental aspect of business sustainability and growth, particularly in industries with intense competition, such as the food sector (Schumpeter, 1934). It involves various forms of changes, including product development, service improvements, market expansion strategies, operational efficiencies, and new marketing techniques. By innovating, businesses can better meet consumer demands, increase brand recognition, and enhance distribution networks (Kotler & Keller, 2016). For UD Sanjaya, product innovation, particularly in its Basreng offerings, plays a pivotal role in differentiating itself from competitors and attracting a wider customer base.

The rapid development of the food industry has led to an increase in the number of similar businesses, intensifying competition (Christensen, 1997). To maintain its position, UD Sanjaya must continuously develop unique product variations, improve production processes, and implement effective marketing strategies. Competitiveness in this context refers to the ability of the business to sustain market share, attract new customers, and create value through innovation and differentiation (Porter, 1985).

This study aims to analyze the influence of Basreng product innovation on UD Sanjaya's competitiveness. By examining various aspects of product innovation, including taste variation, packaging, production techniques, and marketing strategies, this research seeks to determine how these factors contribute to UD Sanjaya's market position and competitive advantage. The findings are expected to provide valuable insights into how SMEs in the food industry can leverage innovation to sustain and strengthen their business in an increasingly competitive environment (OECD, 2019).

II. Theoretical Background

According to Kotler and Keller (2016) in (Hasnatika & Nurnida, 2019) product innovation is an activity in developing new products or improving existing products to better meet consumer needs or create competitive advantages. Product innovation includes the development of new technologies, changes in product design, introduction of new features, and improvement of product quality. Ramadhan Lubis et al., (2024).

According to (Lestari et al., 2020), there are several objectives of innovation:

To increase innovation

To reduce labor costs

To open up new market opportunities

To increase variety

The more creative a country's companies are, the stronger the country's competitive advantage. Resources are used by businesses more efficiently. Innovation can be defined as a concept, product, process, or system that is considered new. According to (Dora et al., 2023).

Product innovation aspects are assessed as a system of assessment in which they have relative advantages that appear as product attributes that are consistently important for the application and success of the product. The product is evaluated as relative advantages that appear as product characteristics. The advantages of product innovation can be explained as follows:

Relative Advantage

Comparative advantage is a consideration of the benefits of implementing a particular innovation. The extent to which the development can have a greater effect than the previously existing product.

Compatibility

The second characteristic is suitability, which means how well the product innovation meets consumer needs and values. Choosing products that meet consumer lifestyle and cognitive needs is more likely.

Complexity

The level of difficulty that users will face is called complexity. The more complex an innovation is, the harder it is for users to understand it, which results in delays in using the item. In other words, consumers, other users, plan to find updates that are difficult to understand or implement on their own.

Communicability

If the benefits of the product offered are clear, innovation will be more easily spread to the population. This is especially true in today's growing media era, where the information suggestion function, especially social media, is essential to spreading updates.

Competitiveness is the ability of a business to compete carefully in the market, with the aim of maintaining and strengthening its position in the market. Porter (1985) in (Naufal Eryogia et al., 2024) defines competitiveness as a company's ability to produce products or services that are better, cheaper, or faster than competitors.

The benefits of strong competitiveness for companies are:

Increasing Market Share
Increasing Customer Loyalty
Increasing Business Sustainability
Increasing Company Value
Encouraging Continuous Innovation
Optimizing Operational Efficiency
Increasing Company Reputation

The Influence of Product Innovation on Competitiveness

An important component that can help a company become more competitive, especially in a highly competitive industry such as the snack food industry, is product innovation. This innovation involves improving or developing existing products or creating new products that can better meet customer needs and wants. Product innovation can also include changes in raw materials, as well as better product design. Successful innovation can result in goods that are more appropriate to customer needs, which ultimately increases customer satisfaction. Satisfied consumers tend to be loyal and more likely to buy products repeatedly.

Frame of Mind

The conceptual framework, postulates, or ideas that will be used as the basis for research, are included in the framework of thought, which is defined as a structure of thought, which is the main thing for this research built based on data, observations, and reference studies. In this structure of thought, the research variables are presented in full and related to the problems being studied. This provides for obtaining results on research problems. (Syahputri et al., 2023).

III. Methods

Quantitative Descriptive Research

Quantitative methods based on statistical data are used in this study in this observation. To respond to the exploration problem, the variables of the research object must be measured carefully. The results of this study can be obtained in any context of time, place, and situation. Sourced from crystallized information, namely quantitative procedures are a research method for testing hypotheses with accurate statistical data. This study measures the effect of basreng product innovation on the competitiveness of Ud Sanjaya's snack factory in South Lampung using a quantitative approach based on the background and formulation of the problem mentioned earlier. Opinion (Oktaviannur & Ardansyah, 2017). The optimal value of the service will also provide high benefits for the company, this is reflected in the increasingly strong competitiveness of the company, the increasing profits obtained, and consumer loyalty to the company.

Data and Data Sources

In this study, the data used consists of two types, namely:

Data Primer

This data is found through the answers from the questionnaire fillers. to consumers of UD Sanjaya in South Lampung, specifically in the Natar area. The questionnaire contained questions that measured product innovation, product quality, packaging design, and competitiveness using a Likert scale.

Secondary Data

This data was found through several findings including:

Annual reports and documentation from UD Sanjaya.

Books, journals, articles, and previous research relevant to product innovation, product quality, packaging design, and competitiveness.

Method of Collecting Data

The methods used in data collection for this study are:

Documentation

Documentation techniques are carried out by collecting and analyzing various written documents, images, and electronic data related to product innovation activities and competitiveness at UD Sanjaya. The data collected includes sales reports, consumer profiles, product innovation records, and Basreng product development data. The purpose of this documentation is to show concrete evidence of the impact of innovation.

Questionnaire

Data collection in this analysis uses a questionnaire method. This questionnaire will later be distributed to UD Sanjaya consumers who have purchased Basreng products. The questions in the questionnaire are designed to measure consumer perceptions of Basreng product innovation and how the innovation influences their purchasing decisions, and how much this innovation supports product competitiveness in the market. The questionnaire will also be given to UD Sanjaya management staff to assess the internal impact of innovation on the company's competitiveness.

Population and Sample

According to Sugiarto (2017) related to (Kurniasari & Utama, 2018) " The writer can give a total determination to the works under study as well as make a core summary". This population includes all consumers of UD Sanjaya in Lampung who have purchased and consumed Basreng products within a certain period of time. According to Sugiyono (2008) in (Kurniasari & Utama, 2018), some of the visitors to UD Sanjaya who purchased products were samples in this study. This sample is a small part that represents a group that meets the criteria being studied. The Lemeshow formula is used to estimate the number of unknown samples. During the research process, population representation will be greatly influenced by the sample. The Lemeshow formula will be used to determine the form of the trial in the area whose size (N) has not been revealed.

$$n = \frac{Z^2 \, x \, P(1-P)}{e^2} \quad \ldots\ldots (1)$$

Details:

n = total number of samples taken

Z = Z score of 90% means 1.64

P = case focus/max estimate = 0.5

e = alpha (0.010) or 10% sampling error

$$n = \frac{1{,}64^2 \; x \; 0{,}5(1 - 0{,}5)}{0{,}10^2}$$

$$n = \frac{2{,}6896 \; x \; 0{,}25}{0{,}01} = 67{,}24$$

Based on previous calculations, the number of samples used was 67.24 which can be rounded up to 68 samples.

Definition of Measurement and Variables

The research variables are as follows:

Independent Variable

Product Innovation (X1)

The effort to create a product that is different from the existing one in terms of taste, shape, and composition is called a new variant. This is done to meet the needs of a dynamic market and attract customer interest in products that are always updated.

Quality of Raw Materials (X2)

Good raw materials are an important part of high-quality products. Good raw materials will produce safe and superior products, so that customer's feel satisfied and fidelity with the product.

Packaging Design (X3)

Packaging design includes aspects of aesthetics, functionality, and innovation in presenting products. Attractive packaging can increase buyer interest and provide a unique identity for the product in the market.

Dependent Variable

Competitiveness (Y)

Competitiveness is the capacity of an organization to maintain and expand its position in the market by offering better products than competitors.

Data Analysis Methods

Validity and Reliability Test

Validity is a test of accuracy because it provides the function of validation assessment of questionnaires. A questionnaire is considered valid if the answers are in the gap to reveal the construct to be measured by the questionnaire. Reliability testing is the consistency of materials to evaluate a type of questionnaire that is an indicator of the construct. The criteria for testing reliability are Cronbach Alpha coefficient > 0.60 then it is declared reliable.

Multiple Regression Analysis

In order to find out how basreng product innovation affects competitiveness, this model is used to conduct multiple linear regression analysis:

$y = a+b1X1+b2X2+b3X3+e$ ……. (2)

Description:

y = Competitiveness of UD Sanjaya snack factory

X_1 = New Variant Development

X_2 = Raw Material Quality X_3 = Packaging Design

a = Constant

b_1, b_2, b_3 = Regression coefficient for each independent variable

e = Error

IV. Results and Discussion

Validity Test

Table 1. Validity Test

Indicator	rxy	r table	Description
X1.1	0,690	0,235	Valid
X1.2	0,564	0,235	Valid
X1.3	0,536	0,235	Valid
X1.4	0,791	0,235	Valid
X1.5	0,436	0,235	Valid
X2.1	0,767	0,235	Valid
X2.2	0,611	0,235	Valid
X2.3	0,743	0,235	Valid
X2.4	0,730	0,235	Valid
X2.5	0,780	0,235	Valid
X3.1	0,562	0,235	Valid
X3.2	0,463	0,235	Valid
X3.3	0,623	0,235	Valid
X3.4	0,579	0,235	Valid
X3.5	0,623	0,235	Valid

Source: Data Processing, 2024

The table shows the magnitude of the rxy value > 0.235, so that all questions in the questionnaire on the question items on the variables Product Innovation, Product Quality and Packaging Design are valid. While the validity test of the Competitiveness variable witness the table below:

Table 2. Validity Test

Indicator	rxy	r table	Description
Y1.1	0,718	0,235	Valid
Y1.2	0,709	0,235	Valid
Y1.3	0,686	0,235	Valid
Y1.4	0,558	0,235	Valid
Y1.5	0,615	0,235	Valid

Source: Data Processing, 2024

From the table above, it can be seen that the rxy value > 0.235, so that all questions in the questionnaire all questions on that variable are valid.

Reliability Test

Table 3. Reliability Test

Variable	Cronbach Alpha	Critical Value	Description
Product Innovation (X1)	0,683	> 0,60	Reliable
Product Quality (X2)	0,848	> 0,60	Reliable
Design Packaging (X3)	0,664	> 0,60	Reliable
Competitiveness (Y)	0,754	> 0,60	Reliable

Source: Data Processing, 2024

From the table above, it can be seen that the value Cronbach Alpha coefficient > 0.60 so that all questions in the questionnaire on the question items on the variables Product Innovation, Product Quality, Packaging Design, and Competitiveness are reliable.

Classical Assumption Test

Normality Test

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		68
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	1.41066058
Most Extreme Differences	Absolute	.073
	Positive	.037
	Negative	-.073
Test Statistic		.073
Asymp. Sig. (2-tailed)c		.200d

Source: Data Processing, 2024

Based on the information above, the significant value is at 0.200, indicating information above the average value of 0.05, and there is an indication of data normality. Thus, the assumption of normality, which is a requirement for the regression model, has been met.

Heteroscedasticity Test

Table 5. Heteroscedasticity Test

Model		Sig.
1	(Constant)	.000
	Inovasi Produk (X1)	.158
	Kualitas Produk (X2)	.567
	Desain Kemasan (X3)	.141

Source: Data Processing, 2024

Based on the information above, the sig value of product innovation X1 (0.158), product quality X2 (0.567), and packaging design X3 (0.141) > 0.05 was obtained, so it was concluded that there was no heteroscedasticity problem.

Multicollinearity Test

Table 6. Multicollinearity Test

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product Innovation (X1)	.467	2.142
	Quality of Product (X2)	.352	2.844
	Design of Packaging (X3)	.460	2.173
a. Dependent Variable: Daya Saing (Y)			

Source: Data Processing, 2024

The table above explains that the existing data does not show symptoms of multicollinearity between all existing variables, the VIF value must meet the number 10, so the results above state that there is no multicollinearity. Because the data above shows based on VIF lower than 10 and tolerance value higher than 0.10. such a condition proves that there is no multicollinearity.

Multiple Linear Regression Test

Table 7. Multiple Linear Regression Test

Coefficientsa		
Unstandardized	Standardized	

Model		Coefficients		Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.105	1.918		.055	.957
	Product Innovation (X1)	.259	.118	.209	2.191	.032
	Quality of Product (X2)	.386	.106	.402	3.650	.001
	Design of Packaging (X3)	.365	.103	.341	3.538	.001

a. Dependent Variable: Daya Saing (Y)

Source: Data Processing, 2024

Constant of 0.105, this shows that if Product Innovation, Product Quality, and Packaging Design have a value of 0, then Competitiveness remains at 0.105.

Based on the Product Innovation variable, the income figures from the test indicate that the Product Innovation the variables have good regression coefficient with a value of b = 0.259. This means that if there is an increase in the value of the Product Innovation variable by 1 point, there will also be an increase in the Competitiveness variable by 0.259.

Based on the Product Innovation variable, the income figures from the test indicate that the Product Innovation the variables have good regression coefficient with a value of b = 0.386. This means that if there is an increase in the value of the Product Innovation variable by 1 point, there will also be an increase in the Competitiveness variable by 0.386.

Based on the Product Innovation variable, the income figures from the test indicate that the Product Innovation the variables have good regression coefficient with a value of b = 0.365. This means that if there is an increase in the value of the Product Innovation variable by 1 point, there will also be an increase in the Competitiveness variable by 0.365.

Hypothesis Testing

Test T (Partial)

Table 8. T Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.105	1.918		.055	.957
	Inovasi Produk (X1)	.259	.118	.209	2.191	.032
	Kualitas Produk (X2)	.386	.106	.402	3.650	<,001
	Desain Kemasan (X3)	.365	.103	.341	3.538	<,001

a. Dependent Variable: Daya Saing (Y)

Source: Data Processing, 2024

Seen based on the results of the t count of 2.191 shows that it is greater than the t table of 1.996 and the significant number is at 0.032 also greater than 0.05 and it is said that X1 has an influence on Y. Seen based on the results of the t count of 3.650 shows that it is greater than the t table of 1.996 and the significant number is at 0.001 also greater than 0.05 and it is said that X2 has an influence on Y. Seen based on the results of the t count of 3.538 shows that it is greater than the t table of 1.996 and the significant number is at 0.001 also greater than 0.05 and it is said that X3 has an influence on Y.

Test F

Table 9. F Test

ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig.

	Regression	355.305	3	118.435	56.851	.000b
1	Residual	133.328	64	2.083		
	Total	488.632	67			

a. Dependent Variable: Daya Saing (Y)
b. Predictors: (Constant), Desain Kemasan (X3), Inovasi Produk (X1), Kualitas Produk (X2)
Source: Data Processing, 2024

Based on the information the results show the amount of f count 56.852 is higher than 2.75, so h3 is declared accepted which also indicates the meaning of all existing variables having an influence on variable Y.

Hypothesis Testing

Table 10. T Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853[a]	.727	.714	1.443

a. Predictors: (Constant), Desain Kemasan (X3), Inovasi Produk (X1), Kualitas Produk (X2)

Source: Data Processing, 2024

Judging from the achievement of the coefficient of determination (R2), it is shown that the number is 0.714 or which has a meaning of 71.4%, it is also known that this figure is the amount of all variables in this scientific work, and the remaining 28.6% is influenced by other conditions in the variable

V. Conclusion

Product innovation has a positive and significant effect on UD Sanjaya's competitiveness. The analysis results show t count (2.191) > t table (1.996) and sig (0.032) <0.05, which means that product innovations such as design development and new variants can increase consumer attractiveness and strengthen competitive advantage means show this research is in line with (Curatman et al., 2018).

Quallity of Product has a positive and significant effect on UD Sanjaya's competitiveness. The analysis results show t count (3.650) > t table (1.996) and sig (0.001) <0.05, which means that quality of product such can improve consumer trust and loyalty attractiveness and strengthen competitive advantage means show this research is in line with (Bagida et al., 2021).

Attractive packaging design has a significant influence on competitiveness, with a t-score value (3.538) > t-table (1.996) and sig (0.001) < 0.05. Creative and functional packaging not only increases visual appeal but also helps consumers easily recognize the product. These results support the theory that packaging is an important element in creating positive perceptions and increasing product competitiveness.

Meanwhile, product innovation, product quality and packaging design have a significant influence on competitiveness, with Fcount (56.852) > Ftable (2.75) and sig (0.000) < 0.05. The three variables together provide an important contribution to increasing the competitiveness of UD Sanjaya. This shows that an integrated strategy involving innovation, quality and packaging design is fundamental to creating a competitive advantage in the snack market. Product Innovation (X1), Product Quality (X2), and Packaging Design (X3) simultaneously influence competitiveness (Y).

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