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The Influence of Innovation and Entrepreneurial Orientation on Competitive Advantage Through Culinary Business Motivation in Jambi City

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Abstract

UMKM are a field related to the draft of entrepreneurship. which is often associated with the concept of entrepreneurship. UMKM act as engines of economic development. UMKM create new job opportunities, reduce income inequality and eradicate poverty. The problem that is often encountered in UMKM in the food sector is generally the lack of innovation carried out by UMKM actors thems elves, such as the absence of additional variants of food served, the menu served is mostly still local, the interest is only based on the proximity of the residence to the consumer. Likewise with the orientation of UMKM actors who still think about just meeting daily needs at home, not thinking about how to develop the business so that it is better known not only near their residence, but also outside the city. This reduces the competitive advantage of UMKM themselves, such as the uniqueness of local food that is not necessarily found in other areas.

This study uses an associative quantitative research type that dominates the relationship between 2 or more variables, Sugiyono (2019). The location of the study is in Jambi City. The number of research samples obtained from a population of 178 young entrepreneurs. Primary data sources were obtained directly through direct observation of the research object by conducting interviews and distributing questionnaires to respondents of culinary business actors. Secondary data was obtained from existing data information such as journals, theses, theses and books, supporting information. The calculation of the analysis model uses the PDRB approach and the analysis model used for testing the hypothesis in this study is path analysis. Based on the results of the data analysis, it shows that entrepreneurial orientation has a positive and significant effect on

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the competitive advantage of culinary businesses in Jambi City, this is because the probability value of the influence of orientation on competitive advantage is 0.000 which is smaller than 0.005, product innovation has a positive and significant effect on the competitive advantage of culinary businesses in Jambi City. This is proven by the existence of innovations that have an impact on competitors in the same business, motivation has a positive and significant impact on the competitive advantage of culinary businesses in Jambi City and entrepreneurial orientation, product innovation, and motivation have a positive and significant impact together (simultaneously) on the competitive advantage of culinary businesses in Jambi City.

Keywords: **UMKM, Innovation, Orientation, Motivation, Competitive Advantage**

INTRODUCTION

The large number of people in Indonesia makes Indonesia to produce many businesses in various fields. Currently, SMEs (Small and Medium Enterprises) are businesses with a medium to small scale that can influence the Indonesian economy more than large companies. One of the areas known for its various specialties on the island of Sumatra is Jambi City with its culinary wealth as local food with a high taste. As a Malay community, Jambi's culinary specialties have a different taste from other foods on the island of Java.

Jambi City is an area that connects the central and eastern crosses of Sumatra and has great potential to become a regional trade center because of its geographical location. Becoming a city of trade and services located in the central corridor of Sumatra. Jambi City Cooperatives and UMKM Service, the number of UMKM in 2021 in the districts of East Jambi, South Jambi, Teluk Lake, Sipin Lake, New City, Jambi Market, Alam Barajo, Jelutung, Telanaipura, Pelayangan, Paal Merah was 18,587 UMKM, then in 2022 it increased to 18,875 and in 2023 there were 18,875 UMKM are a field related to the draft of entrepreneurship. which is often associated with the concept of entrepreneurship. SMEs act as engines of economic development. UMKM create new job opportunities, reduce income inequality and eradicate poverty. UMKM still face various obstacles both internally and externally that hinder their growth and development. Research on the role of UMKM in the development of the Indonesian economy is very important because it identifies their potential and obstacles and formulates policies to support growth and competitiveness.

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The problems often encountered in UMKM in the food sector are generally the lack of innovation carried out by UMKM actors themselves, such as the absence of additional variants of food served, the menus served are mostly still local in nature, the interest is only based on the proximity of the residence to the consumer. Likewise with the orientation of UMKM actors who still think about just meeting daily needs at home, not thinking about how to develop the business so that it is better known not only near their residence, but also outside the city. This reduces the competitive advantage of UMKM themselves, such as the uniqueness of local food that is not necessarily found in other areas. Competitive advantage (digital marketing) that is owned and limited and the lack of courage to make changes to the menu presented to make it more diverse and attractive to consumers.

In this study, the first variable that influences competitive advantage is innovation. in ul huda, et al. (2020) who found that innovation can be included to assess competitive advantage. innovation will increase the added value of a product and create a new product that can provide a better solution to solving problems faced by consumers.

The second variable that influences competitive advantage is entrepreneurial orientation. entrepreneurial orientation refers to the process, practice, and decision-making activities that lead to new entries (Kiyabo and Isaga, 2020). Alfulailah and Soehari (2020) argue that entrepreneurial orientation is seen as capable of improving and developing the performance of the business. in addition, businesses whose leaders are entrepreneurially oriented have a clear vision and dare to face risks so that they are able to create good performance.

The third variable in this study is Motivation, Motivation is an element of the driving force within an entrepreneur so that entrepreneurial activities occur which will ultimately guarantee the continuity of entrepreneurial operations and can provide direction to entrepreneurial activities so that the desired goals will be achieved. To be able to run a successful business, business motivation is needed for business actors. Entrepreneurs are required to explore potential and also be able to innovate as much as possible so that desires and needs can be achieved by running their business, not only that, an entrepreneur must also have a belief or self-confidence regarding the ability of an entrepreneur to organize, carry out a task and achieve a goal to produce something. If business actors have business motivation, it is expected to improve business performance. In this study, the mediating variable that influences motivational factors is competitive advantage. businesses in order to be successful must be able to develop and

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succeed in competing, therefore the business must be able to increase its production and determine the appropriate marketing methods in finding potential buyers.

Based on the background explanation above, the researcher is interested in researching with the title "the influence of innovation and entrepreneurial orientation on competitive advantage through culinary business motivation in Jambi City

RESEARCH METHOD

This study uses an associative quantitative research type, which is a type of research that dominates the relationship between 2 or more variables, Sugiyono (2019). A causal relationship is a bond that is impactful, consisting of independent variables (variables that influence) and dependent variables (variables that are influenced), Sugiyono (2019). is there a close relationship, and is there an influence of the relationship. Where the author wants to know whether the influence of innovation (X1) and entrepreneurial orientation (X2), and motivation (Z) on competitive advantage in culinary business (Y).

This research is located in Jambi City. The population in this study were several young entrepreneurs aged 25 to 35 years, the majority of whom were in Jambi City, the population was 178 people. The number of respondents. So in this study, the research sample obtained from a population of 178 young entrepreneurs, is as follows

The primary data source was obtained directly through direct observation of the research object by conducting interviews and distributing questionnaires to respondents of culinary business actors. Secondary data is obtained from existing data information such as journals, theses, theses and books, supporting information.

The calculation of the analysis model uses the PDRB approach and the analysis model used for hypothesis testing in this study is path analysis.

RESULTS AND DISCUSSION

The characteristics of respondents studied include age, education level, business status, working capital, business capital and business income

The characteristics of respondents based on age, culinary businesses are mostly dominated by culinary businesses aged 31-33 years, namely 15 respondents (23%) of the total culinary businesses in Jambi City, and the least are 25-27 years old, namely 5 respondents (8%). This means that most culinary businesses in Jambi City are aged 34 to 36 years, namely 15 people (23%). This identifies that culinary businesses in Jambi City are in their productive age.

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The characteristics of respondents based on education level show that the most have high school education, namely 30 respondents (50%), and the least have college education, namely 5 respondents (8%). This means that most culinary businesses in Jambi City have high school education. This indicates a shift in education levels, where previously most culinary businesses in Jambi City only graduated from elementary and junior high schools, but based on data obtained from the culinary business sector in Jambi City, many have completed 12 years of compulsory education.

The characteristics of respondents based on status show that the most are married, namely 30 respondents (46%), and the least are unmarried, namely 15 respondents (23%). Based on this status, it indicates that culinary businesses in Jambi City do this work to help meet household needs.

The characteristics of respondents based on working capital show that the most do business activities with capital or costs of IDR 61,000 to IDR 78,000, namely 18 respondents (28%) and the least business activities are carried out at two levels of capital, namely at the capital level of IDR 25,000 to IDR 42,000, totaling 5 respondents and with business capital of IDR 133,000 to IDR. 150,000,- also amounted to 5 respondents (8%).

Respondent characteristics based on business capital show that most culinary businesses in Jambi City start businesses with business capital ranging from Rp. 5,700,000,- to Rp. 6,900,000, namely 18 respondents (28%), while at least traders in the Jambi City Family Market started their business with a capital of IDR 500,000 to IDR 1,700,000, and with a capital of IDR 8,300,000 to IDR 9,500,000 (8%).

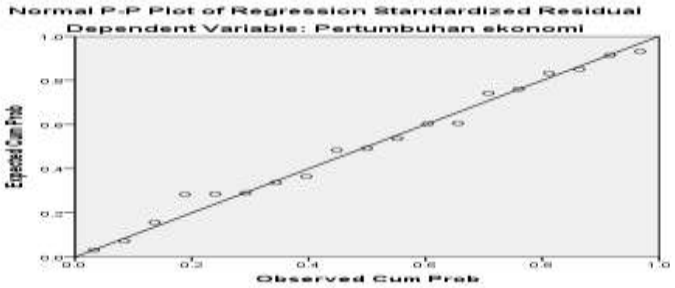
The characteristics of respondents based on Business Income show that the most culinary businesses in Jambi City earn business income of IDR 6,200,000 to IDR 7,400,000, namely 20 respondents (31%) and the least culinary businesses in Jambi City earn business income of IDR 1,000,000 to IDR 2,200,000, namely 3 respondents and with business income of IDR 8,800,000 to IDR 10,000,000, namely 3 respondents (5%).

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Analysis of Innovation (X1), Orientation (X2) and Motivation (Z) towards Competitive Advantage (Y) in Jambi City

Classical assumption test of Structural equation I

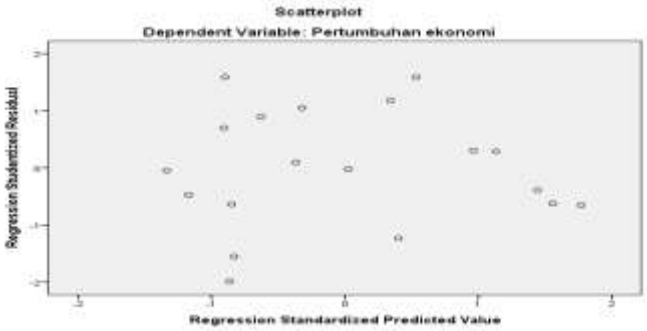


Multicollinearity Test of Structural Equations I

	Tolerance	VIF
(Constant)		
Inovation	.101	9.854
Orientation	.042	8.541
Motivation	.065	9.390

Based on the results of the multicollinearity test, it can be seen that the tolerance value is > 0.10 and the VIF value is < 10. This means that the independent variables used in this research model are free from multicollinearity or in other words, are reliable and objective.

Heteroscedasticity Test of Structural Equation I



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Structural Equation Correlation Analysis I

Correlations

		Inovation	Orientation	Motivation	Competitive advantage
Inovation	Pearson Correlation	1	.948**	.919**	.985**
	Sig. (2-tailed)		.000	.000	.000
	N	19	19	19	19
Orientation	Pearson Correlation	.948**	1	.967**	.969**
	Sig. (2-tailed)	.000		.000	.000
	N	19	19	19	19
Motivation	Pearson Correlation	.919**	.967**	1	.937**
	Sig. (2-tailed)	.000	.000		.000
	N	19	19	19	19
Competitive Advantage	Pearson Correlation	.985**	.969**	.937**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	19	19	19	19

*. Correlation is significant at the 0.01 level (2-tailed).

From the table above, the correlation value between the variables of innovation, orientation, motivation and competitive advantage is known. The positive coefficient number (+) indicates that there is a unidirectional relationship between the variables that the correlation value between Innovation (X1) and Orientation (X2) has a very strong relationship with a correlation coefficient value of 0.948 with a positive and significant direction (0.000 <0.05), the coefficient value between Innovation (X1) and Motivation (Z) has a very strong relationship with a correlation coefficient value of 0.919 with a positive and significant direction (0.000 <0.05), the coefficient value between Innovation (X1) and Competitive Advantage (Y) has a very strong relationship with a correlation coefficient value of 0.985 with a positive and significant direction (0.000 <0.05), the correlation coefficient value of Orientation (X2) with Motivation (Z) has a very strong relationship with a correlation coefficient value of 0.967 with a positive and significant direction (0.000 <0.05), the correlation coefficient value of orientation (X2) with Competitive Advantage (Y) has a very strong relationship with correlation coefficient value of 0.969 with a positive and significant direction (0.000 <0.05), the correlation coefficient value of Motivation (Z) with Competitive Advantage (Y) has a very strong relationship with a correlation coefficient value of 0.937 with a positive and significant direction (0.000 <0.05). It can be concluded that the three variables have a positive relationship, there is a very strong and significant relationship.

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Results of Structural Equation Regression Analysis I
Determinant Coefficient Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.992[a]	.984	.980	820.72696	.997

a. Predictors: (Constant), Inovation, Orientation , Motivation
b. Dependent Variable: Keunggulan Bersaing

The summary model shows that the R2 value is 0.984, this value shows that innovation, orientation and motivation have an influence on competitive advantage simultaneously (overall) of 98.4 percent and the remaining 1.6 percent is influenced by other variables outside the model.

F Test (Simultaneous Test of Structural Equations I)

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	603174792.117	3	201058264.039	298.303	.000[b]
	Residual	10110101.673	15	674006.778		
	Total	613284893.789	18			

a. Dependent Variable: Competitive advantage
b. Predictors: (Constant), Inovation, Orientation, Motivation

Based on the regression results, it is known or obtained the statistical significance value of F is 0.000 which is smaller than 0.05. This means that H_0 is rejected and H_1 is accepted. This can be interpreted that the independent variables (innovation, orientation) together have a significant effect on the dependent variable (competitive advantage) of Jambi City.

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t-test (Partial Structural Equation Test I)

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-10021.894	2259.399		-4.436	.000
inovation	.017	.003	.655	6.300	.000
orientation	373.058	153.380	.374	2.432	.028
motivation	-8.286E-006	.000	-.027	-.227	.824

a. Dependent Variable: Competitive advantage

-Innovation Variable (X1)

From the results of individual testing (t-test), the statistical significance value of variable X1 is known, with a coefficient value of 0.655 and a significance level of 0.000 which is smaller than 0.05, so H_1 is accepted and H_0 is rejected, which means that the Innovation variable has a positive and significant effect on Competitive Advantage.

Orientation Variable (X2)

From the results of individual testing (t-test), the statistical significance value of variable X2 is known, with a coefficient value of 0.374 and a significance level of 0.028 which is smaller than 0.05, so H0 is rejected and H1 is accepted, which means that it has a positive and significant effect on competitive advantage.

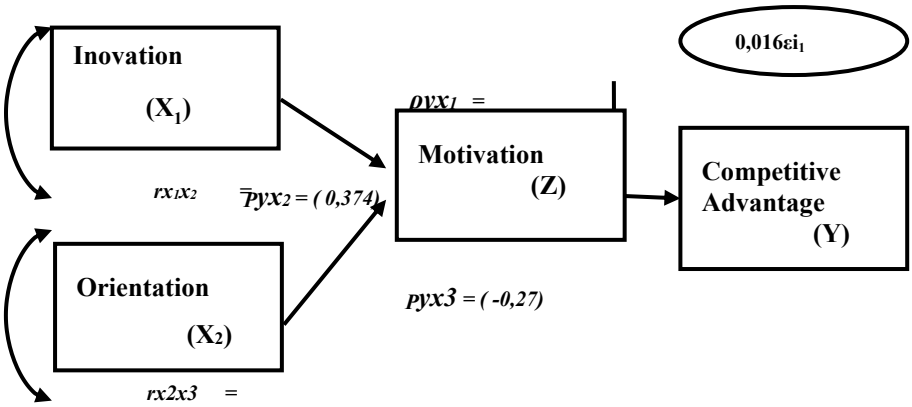
Motivation Variable (Z)

From the results of individual testing (t-test), the statistical significance value of variable Z is known, with a coefficient value of -0.027 and a significance level of -227 which is smaller than 824, so H1 is rejected and H0 is accepted, which means that Investment has a negative and significant effect on Competitive Advantage.

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Structural Equation Causal Relationship Framework I

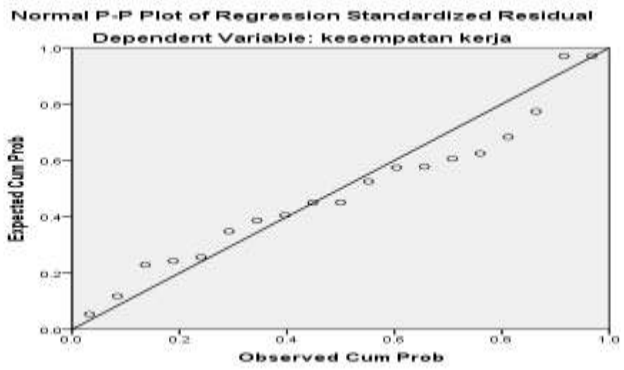


From the image above, the direct influence, indirect influence and total influence of exogenous variables on endogenous variables can be calculated. The direct and indirect influence of the variables Innovation (X1), Orientation (X2) and Motivation (Z) on Competitive Advantage (Y)

Structural equation I contains the meaning that the contribution of innovation to competitive advantage is 42.90 percent, while the indirect influence of innovation to competitive advantage through orientation is 23.22 percent, and the contribution of education has a direct influence on competitive advantage of 13.98% percent, while the indirect influence of orientation to competitive advantage through innovation is 23.22%.

Analysis of the Influence of Innovation, Orientation, Motivation on Competitive Advantage in Jambi City

Structural Equation Normality Test II



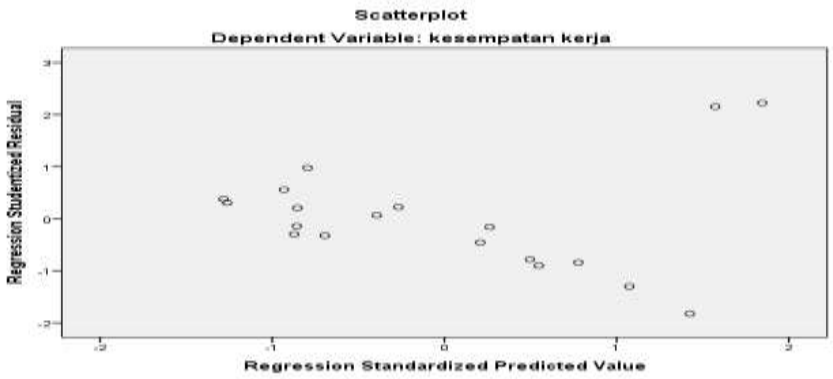
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Multicollinearity Test of Structural Equations II

	Tolerance	VIF
(Constant)		
Inovation	.101	9.854
Orientation	.042	23.541
Motivation	.065	15.390

Heteroscedasticity Test of Structural Equation II



Structural Equation Correlation Analysis II

Correlations						
		employee	Education	investment	Economic growth	employment Opportunity
Innovation	Pearson Correlation	1	.948**	.919**	.985**	.992**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	19	19	19	19	19
Orientation	Pearson Correlation	.948**	1	.967**	.969**	.941**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	19	19	19	19	19
Motivation	Pearson Correlation	.919**	.967**	1	.937**	.918**
	Sig. (2-tailed)	.000	.000		.000	.000

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	N	19	19	19	19	19
Competitive advantage	Pearson Correlation	985**	.969**	.937**	1	.973**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	19	19	19	19	19
**. Correlation is significant at the 0.01 level (2-tailed).						

From the table above, the correlation value between the variables of innovation, orientation, motivation and competitive advantage is known. A positive coefficient number (+) indicates that there is a unidirectional relationship between these variables.

Structural Equation Regression Analysis II
Test of Determination Coefficient (R2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.993[a]	.986	.983	33349.04692

a. Predictors: (Constant), motivation, orientation, inovation

b. Dependent Variable: competitive advantage

In the table above we can see the summary model, the R2 value is 0.993. This value shows that innovation, orientation and motivation have an effect on competitive advantage simultaneously (overall) of 99.3 percent and the remaining 0.7 percent is influenced by other variables outside the model.

F Test (Simultaneous Structural Equation Test II)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1130265097962.197	4	282566274490.549	254.070	.000[b]
	Residual	15570225026.960	14	1112158930.497		
	Total	1145835322989.158	18			

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a. Dependent Variable: competitive advantage
b. Predictors: (Constant), motivation, orientation, innovation

Based on the regression results, it is known or obtained that the F statistical significance value is 0.000 which is smaller than 0.05. This means that H_0 is rejected and H_1 is accepted. This can be interpreted that the independent variables (innovation, orientation, motivation) together have a significant effect on the dependent variable (competitive advantage**).**

t-test (Partial Structural Equation Test II)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-194010.573	139585.386		-1.390	.186
	inovation	1.284	.207	1.160	6.213	.000
	orientation	122.082	7359.442	.003	1.017	.087
	motivation	.001	.001	.094	.842	.414

a. Dependent Variable: competitive advantage

From the results of individual testing (t-test), the significance value of the t-statistic of the Innovation variable X1 is known, with a significance level of 0.000 which is smaller than 5 percent, which means that the workforce variable has a significant effect on competitive advantage, the Orientation variable X2, with a significance level of 0.087 which is smaller than 0.10, so H0 is rejected and H1 is accepted, which means that education has a significant effect on competitive advantage, the Motivation variable X3, with a significance level of 0.414 which is greater than 5 percent, which means that X3 does not have a significant effect on competitive advantage.

The magnitude of the innovation contribution that has a direct and indirect effect on competitive advantage is 134.59 percent. Where the indirect effect of innovation that contributes to competitive advantage through innovation is 0.03299 percent while through

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investment and competitive advantage it has no effect because it is not significant. The contribution of innovation has a direct effect on orientation of 0.00009 percent. The indirect effect of orientation through the workforce is 0.33 percent while through orientation and competitive advantage it has no effect because orientation and competitive advantage are not significant. Furthermore, the magnitude of the contribution of the direct and indirect effect of orientation and competitive advantage on motivation has no effect because orientation and competitive advantage are not significant

influence between variables	Path Coefficient (Beta)	T Sig.	F Sig	test results	R^2	$\gamma_3.\varepsilon(1$
INV → KB	0,160	0,000	0,000	< 0.005	0,986 or 98,6%	0,004 or 0,4%
ORT → KB	0.003	0,087		<0.010		
MTV → KB	0.094	0,414		>0.005		

The table above consisting of innovation (INV), orientation (ORT), and innovation (INV) and motivation (MTV) as independent variables and Competitive Advantage (KB) as dependent variables, shows that overall the dependent variables have a significant influence on the independent variables of 0.00 <0.05, Furthermore, with an R^2 value of 0.986 percent. This means that innovation, orientation, and motivation are able to influence competitive advantage in the city of Jambi by 98.6 percent and the remaining 2.4 percent is influenced by variables outside the model. The simultaneous estimation results show that together the variables of innovation, orientation, and motivation have a significant effect on competitive advantage. While innovation and orientation have a significant effect on competitive advantage in the city of Jambi. The value for the innovation coefficient (INV) is 0.160, this indicates a positive influence between the orientation variable (ORT) on Competitive Advantage. This means that if there is an increase in innovation (INV) by 1 percent, competitive advantage will increase by 0.160. Furthermore, the value for the orientation coefficient is 0.003, this indicates a positive influence between the innovation variable and competitive advantage. This means that if there is a 1 percent increase in orientation, competitive advantage will increase by 0.003 percent.

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CONCLUSION

Based on the results of data analysis, it shows that entrepreneurial orientation has a positive and significant effect on the competitive advantage of culinary businesses in Jambi City, this is because the probability value of the influence of orientation on competitive advantage is 0.000 which is smaller than 0.005, product innovation has a positive and significant effect on the competitive advantage of culinary businesses in Jambi City. This is proven by the existence of innovations that have an effect on competitors in the same business, motivation has a positive and significant effect on the competitive advantage of culinary businesses in Jambi City, entrepreneurial orientation, product innovation, and motivation have a positive and significant effect together (simultaneously) on the competitive advantage of culinary businesses in Jambi City.

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