

***Market Orientation and Product Innovation On Competitive Advantage  
(In the Product of Lemonilo Instant Noodle)***

***By Damai Yanti***

***Abstract***

*The sales value of instant noodles in Indonesia has continued to increase. Many companies create instant noodle products, one of which is Lemonilo. However, the sales revenue of Lemonilo instant noodles shows fluctuating conditions. So, it can be said that Lemonilo instant noodles unable to compete with other competitors. Thus, the formulation of the problem that has been determined is whether market orientation and product innovation affect competitive advantage. This study aims to determine, prove and analyze the effect of market orientation and product innovation on competitive advantage. The research population is all consumers of generation Z who have purchased or consumed Lemonilo instant noodle products in the DKI Jakarta area with a sample of 137 people using the non-probability sampling method and purposive sampling technique. Then, data analysis uses SmartPLS software. The results showed that market orientation was 0.594 and product innovation was 0.293 and had a positive and significant effect on competitive advantage in Lemonilo instant noodle products. The coefficient of determination explained by market orientation and product innovation is 57.9%. Meanwhile, the remaining 42.1% was caused by other factors, namely entrepreneurial orientation, perception and price level, product creativity, product quality, differentiation strategy, social media marketing, and others.*

***Keywords :*** *competitive advantage, market orientation, product innovation*

# **Orientasi Pasar dan Inovasi Produk Terhadap Keunggulan Bersaing (Pada Produk Mie Instan Lemonilo)**

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## **Abstrak**

Nilai penjualan mie instan di Indonesia tercatat mengalami terus mengalami peningkatan. Banyak perusahaan yang menciptakan produk mie instan salah satunya Lemonilo. Namun, pendapatan penjualan mie instan lemonilo menunjukkan kondisi fluktuasi. Maka, dapat dikatakan mie instan lemonilo masih kalah bersaing dengan kompetitor lain. Sehingga, rumusan masalah yang telah ditetapkan yaitu apakah orientasi pasar dan inovasi produk berpengaruh terhadap keunggulan bersaing. Penelitian ini bertujuan untuk mengetahui, membuktikan dan analisis pengaruh orientasi pasar dan inovasi produk terhadap keunggulan bersaing. Populasi penelitian adalah keseluruhan konsumen generasi Z yang telah membeli atau mengkonsumsi produk mie instan Lemonilo di wilayah DKI Jakarta dengan sampel sebanyak 137 orang menggunakan metode *non-probability sampling* dan teknik *purposive sampling*. Lalu, analisis data menggunakan *software* SmartPLS. Hasil penelitian menunjukkan orientasi pasar sebesar 0,594 dan inovasi produk 0,293 berpengaruh positif dan signifikan terhadap keunggulan bersaing pada produk mie instan Lemonilo. Nilai koefisien determinasi yang dijelaskan oleh orientasi pasar dan inovasi produk yaitu sebesar 57,9%. Sedangkan sisanya sebesar 42,1% disebabkan oleh faktor lainnya yaitu seperti orientasi kewirausahaan, persepsi dan tingkat harga, kreativitas produk, kualitas produk, strategi diferensiasi, pemasaran media sosial, dan lain-lain.

**Kata Kunci :** keunggulan bersaing, orientasi pasar, inovasi produk