

The Influence Of Innovation And Product Quality To Power Competition Product In Kulumanu Tangerang City Coffee

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ABSTRACT

Study implemented with objective For know and explain influence from innovation products and quality product to Power competition products at Kulumanu Kopi which is one of the coffee shops in Tangerang City. The research method used is a quantitative method with an associative type that explains the relationship between innovation variables. product and quality variables product to power competition product which has been produced at Kulumanu Kopi, Tangerang City . Data analysis used correlation, determination, and regression analysis, where the data source was respondents' answers to the questionnaire they had answered, with a sample size of 100 people. This study resulted in an explanation that the relationship between innovation product (X_1) and quality product (X_2) in together to Power competition product (Y) is $R_{YX_1X_2} = 0.952$ and shows level a very strong relationship . While size ability variables innovation product and variables quality product to Power competition product is by 90.63%. Meanwhile connection between variables innovation products and variables quality product to Power competition product is nature positive because improvement mark variables innovation products and variables quality product will followed with increasing mark variables Power competition products that meet linear regression line equation of $\hat{Y} = 1.153 + 0.363X_1 + 1.319X_2$. This research results in recommendations to Kulumanu Kopi as businessman coffee shop to do evaluation in a way periodically regarding with innovation products and variables quality products and power competition product , so that all something change to third variables can quick anticipated , besides the business herus adaptive to development technology on the line digital business and collaboration with e-commerce.

Keywords : Sales Target Achievement, Factor Analysis, New Normal Era

INTRODUCTION

When people are crowded talk about about problem people millennials and Gen Z, then No will let go from style life they . Besides being known with people who don't off with HP, adaptive to technology , style life consumptive to product coffee shops are also increasing real . Style trends life they this is what many utilized by business people For open business coffee shop.

Tangerang City is one of the metropolitan city in Indonesia. As metropolitan city then , growth the city increase year become the more increased accompanied by with growth amount residents , including from people millennials and gen Z. Conditions This influence growth business coffee shop, because style life from people millennials and Gen Z tend to utilise coffee shop as place For play between they .

With the more many amount coffee shop in Tangerang City, causing competition in the line business This the more increased . In general company always try recognize its competitors as good as Possible as he did towards consumers . Analysis and evaluation competition will help management For decide Where will compete and how determine position face its competitors in each target market .

continuous trend setter develop make the existence of coffee shops becomes choice or recommendation For people millennials and gen Z in help concentration and reduce risk depression they with various uniqueness and advantages of the development of coffee shops in Tangerang City, which has experience improvement rapidly every year , can seen in almost every corner of Tangerang City with emergence a number of distribution new offering various coffee products needed by teenagers and young people young . Where at the moment This Lots popping up similar coffee shop businesses in Tangerang City such as following these are : 1) Dome Coffee , 2) Hortus Coffee, 3) Wilalung Coffee, 4) Coffee Rider, 5) Quarter Life, 6) Max Coffee, 7) Benjana Coffee, 8) Java Coffee , Kulumanu Coffee, and 10) Memories Coffee .

One of the coffee shops that wants to discussed in the research This is a coffee shop located in Tangerang City , namely Kulumanu Coffee is located on the street Happy No. 48 RT004/RW005, Sukarasa Tangerang District , Tangerang City , Banten Province 15111. Kulumanu Coffee is brand original Indonesian which was founded in 2021. With take steps from trend latest and adaptable with affordable prices . Products Kulumanu Coffee includes ,Americano, Papilemon , Kulu coffee, Manu Coffee, Coffee Late, Salted Caramel Coffee, Caramel Late, Hazelnut Late, Rise Ball, Bites and so on . Kulumanu Deep coffee do activity business own a number of competitors , so that need the right strategy in observe behavior consumers and the factors that influence them in businesses marketing A products made .

Based on results report 1st and 2nd semester finances at Kulumanu Kopi Coffee Shop explained by the owner has experience decline caused by the more many competitors . If Kulumanu Kopi Coffee

Shop does not take the right step in anticipate current problems happened , estimated decline in sales volume can more decreased . Because at the time This competition sale Coffee Shop products will make consumer Far more critical For do purchase on the products they need . Decrease This happen caused by the presence of factors that become consideration consumer in do purchases at Kulumanu Kopi, Tangerang City.

Implementation of the right strategy in marketing For increase Power competition is very necessary . necessary factors one of them is noticed market orientation . based on results interview to owner Kulumanu Coffee in directly , he state that Kulumanu Coffee not yet maximum in understand eye chain mark overall a buyers , so that Not yet maximum in determine orientation customers who will targeted and the customer has not many people know Kulumanu Coffee. He also stated that Kulumanu Coffee not yet understand strength term short , weakness , ability term length and strategy of competitors its potential .

From the description background behind the above problems , then formulated that problem study This is : How is it? influence innovation products and quality product on Product Competitiveness at Kulumanu Kopi, Tangerang City ? The aim of the research is is For know and explain influence innovation products and quality product on Product Competitiveness at Kulumanu Kopi, Tangerang City.

RESULTS AND DISCUSSION

1. Data Analysis Requirements Test Results

There are four data analysis requirements tests, the test results of which can be explained as follows:

a. Data Validity Test

validity test for the three research variables tested can be seen in the following table .

Table 1. Analysis Results Validity of Research Variable Data

Item No.	Correlation Coefficient			Information
	Innovation Product	Quality Product	Product Competitiveness	
1.	0, 320	0, 435	0, 333	Valid
2.	0, 500	0, 493	0.4 57	Valid
3.	0, 601	0, 582	0, 534	Valid
4.	0, 578	0, 609	0, 641	Valid
5.	0, 427	0, 460	0, 471	Valid
6.	0.522	0, 580	0, 512	Valid
7.	0, 488	0, 393	0.4 43	Valid
8.	0, 406	0, 544	0.524	Valid

9.	0, 607	0.364	0, 582	Valid
10.	0, 370	0, 460	0, 532	Valid

Correlation value for each question item on the innovation variable products and quality product and power variables competition product , the results of which are that all correlation values are greater than the critical value of validity (0.300) in accordance theory from Sugiyono (2017) . Thus, it can be concluded that all respondents' answers to each question item in the questionnaire were declared valid and can be included in further testing.

b. Data Reliability Test

Instrument reliability testing was conducted using internal *consistency* using the *split-half technique* , analyzed using the *Spearman-Brown formula* . For this purpose, the instrument items were divided into two groups: the odd-numbered instrument group and the even-numbered instrument group.

Based on the results of the data reliability test in table 2 , it can be seen that the results are consecutively variable innovation product The *Spearman Brown* correlation value is 0.735, the variable quality product The *Spearman Brown* correlation value is 0.681 , and the power variable competition product of 0.737 . With the results of this analysis, it can be seen that all *Spearman Brown correlation values* for each variable are much greater than the critical value (0.300) , so it can be concluded that all data from respondents' answers can be declared reliable.

Table 2 . Results of Reliability Testing of Research Variable Data

No.	Variables	Correlation	Spearman Brown	Critical Value	Conclusion
1.	Innovation Product	0.571	0.735	0.3 00	Reliable Data
2.	Quality Product	0.513	0.681	0.3 00	Reliable Data
3.	Product Competitiveness	0.579	0.737	0.3 00	Reliable Data

c. Data Normality Test

The results of the data normality test, the calculation results can be seen in table 3 which is presented below.

Table 3 . Results of Normality Testing of Research Variable Data

	Innovation	Quality	Competitiveness
N Valid	100	100	100
Missing	0	0	0
Skewness	-1,087	-1,043	-0.865
Standard Error of Skewness	0.895	0.895	0.795
Kurtosis	0.815	0.586	0.280
Standard Error of Kurtosis	0.580	0.580	0.580

Based on the table data above, to determine whether the data from each variable is normally distributed or not, a calculation is carried out by dividing the *skewness value* (curve skewness) by its standard error and the *kurtosis value* (curve sharpness) by its standard error. If the value of the quotient between the *skewness value* and *kurtosis* is in the range of -2 to +2, then the data from the variable can be concluded to be normally distributed.

Table 4. Results of Skewness and Kurtosis Values

Test Components	Internal Sales	External Sale	Sales Target
<i>Skewness</i>	-1,212	-1,168	-1,091
<i>Kurtosis</i>	1,407	1,013	0.483
<i>Conclusion</i>	Normal		Normal

results in table 5 provide an interpretation which can be concluded that for all the data for the research variables, namely product innovation , quality products and power competition product , has normal data distribution, because the value of the quotient of *skewness* and *kurtosis* is in the range of -2 to +2.

d. Data Linearity Test

Data linearity testing is used to determine whether the independent variable data (product innovation and quality) and the dependent variable (product competitiveness) have a linear data relationship.

Table 5. Linearity Test Results

		Sum of Squares	df	Mean Square	F	Sig.
Y * X 1	(Combined)	1,263,028	27	78,842	6,525	,000
	Between Groups	1,120,298	1	1,120,295	92,565	,000
	Deviation from Linearity	142,736	26	9,518	,781	,689
	Within Groups	605,163	72	12,106		
	Total	1,868,185	99			

			Sum of Squares	df	Mean Square	F	Sig.
Y * X2	Between	(Combined)	1,715,519	27	95,309	29,969	,000
	Groups	Linearity	1,639,441	1	1,639,441	515,473	,000
		Deviation from Linearity	76,081	26	9,478	,901	,175
	Within Groups		152,666	48	11,515		
	Total		1,868,182	66	15,103		

Based on the table above, the *linearity value* (F) for the innovation relationship can be seen. product (X₁) with power competition product is 92.565 and with a significance level of 0.000. Meanwhile *linearity value* (F) for the quality relationship product (X₂) with power competition product is 515,473 and with a significance level of 0.000 . With these results, it can be concluded that the relationship between the independent variable data (innovation) products and quality product) with dependent variable data (power competition product) is linearly related and meets the requirements for linear regression testing because the results of the linear test show significance at α of less than 5% (0.000) or close to zero.

2. Test Results Hypothesis

a. Coefficient Test Results Correlation

The results of the correlation coefficient test can be seen in the following table.

Table 6. Results of the Product Moment Correlation Test

Variables	Information	X ₁	X ₂	Y
X ₁	Pearson Correlation	1	.883 **	.781 **
	Sig. (2-tailed)		.000	.000
	N	100	100	100
X ₂	Pearson Correlation	.883 **	1	.901 **
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Y	Pearson Correlation	.781 **	.901 **	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

For the purposes of testing the third hypothesis, the formula used is the double product moment correlation, where the formula is as follows:

$$r_{YX1X2} = \sqrt{\frac{r^2_{YX1} + r^2_{YX2} - 2r_{YX1} \cdot r_{YX2} \cdot r_{X1X2}}{1 - r^2_{X1X2}}}$$

$$r_{YX1X2} = \sqrt{\frac{(0,781)^2 + (0,901)^2 - 2[(0,781)(0,901)(0,883)]}{1 - (0,883)^2}}$$

$$r_{YX1X2} = \frac{\sqrt{1,422 - 1,772}}{\sqrt{1 - (0,883)^2}} = \frac{\sqrt{0,650}}{\sqrt{0,717}} = \sqrt{0,96} = 0,952$$

Based on the formula above, the results obtained show that the correlation value between the product innovation variable and the product quality variable with the product competitiveness variable is 0.952. The results of this calculation when compared with the r-table value (0.254) show that the correlation value of the calculation results is much greater. With these results, it can be concluded that the research hypothesis which states: "Product innovation and product quality can influence product competitiveness at Kulumanu Kopi, Tangerang City", can be proven at a 95% confidence interval.

b. Coefficient Test Results Determination

The coefficient of determination test is used to determine the magnitude of the influence between the independent variables (product innovation and product quality) on the dependent variable (product competitiveness). The following coefficient of determination formula is used:

$$KD = r^2 \times 100 \%$$

In summary, the results of the analysis of the coefficient of determination between the independent variables and the dependent variables are summarized in the following table.

Table 7. Results of the Coefficient of Determination (KD) Test
Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.952 a	0.9063	0.352	4.50423

a. Predictors: (Constant), X 1, X2

b. Dependent Variable: Y

Based on the table above, it can be seen that the R *square value* is 0.952 . This value , when entered into the coefficient of determination calculation formula, the result is 90.63 % (0.9063 x 100%), because R square *means* the square value of R. With these results, it can be concluded that the magnitude of the influence between the product innovation variable (X1) and the product quality variable (x2) on the product competitiveness variable (Y) of 90.63 % .

c. Linear Regression Test Results

One of the uses of the linear regression test in this study is to forecast or predict the dependent variable (product competitiveness) if the independent variables (product innovation and product quality) are known. The linear regression line equation can also be used to see the relationship pattern

between the independent variables. with the dependent variable . The results of the linear regression test in this study can be seen in the following table.

Table 8. Results of Linear Regression Test Between Internal Sales Factors and External Sales Factors with Sales Target

Model	Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,153	1.105		1,046	.303
	X ₁	.363	.094	.354	3,911	.000
	X ₂	1,319	.096	1,253	13,974	.000

Based on the results of the linear regression calculations summarized in the table above, it can be explained that the relationship that occurs when the product innovation variable (X₁) and the product quality variable (X₂) are jointly related to the product competitiveness variable (Y) will fulfill the regression line equation of $\hat{Y} = 1.153 + 0.363X_1 + 1.319X_2$. This line equation provides an interpretation that: If the product innovation variable is increased by one score unit, it will increase (respond positively) by the product competitiveness variable by 0.363 score units, likewise with the product quality variable if it is increased by one score unit, it will increase (respond positively) by the product competitiveness variable by 1.319 score units and both are added with a constant value of 1.153 .

CONCLUSION AND RECOMMENDATIONS

Conclusion

Research conclusion explain that connection between innovation product (X₁) and variable quality product (X₂) in together to with Power competition product (Y) is $R_{YX_1X_2} = 0.950$ and shows level very strong relationship . As for the magnitude ability variables innovation products and variables quality product to Power competition product is by 90.23%. Meanwhile connection between variables innovation products and variables quality product to Power competition product is nature positive because improvement mark variables innovation products and variables quality product will followed with increasing mark variables Power competition products that meet The linear regression line equation is $\hat{Y} = 1.153 + 0.363X_1 + 1.319X_2$.

Recommendation

A number of recommendations that can be delivered on results research that has been done implemented is as following :

1. Kulumanu Coffee Coffee Shop in Tangerang City to carry out evaluation in a way periodically regarding with internal sales factors , factors external sales and sales targets , so that all something change to third variables can quick anticipated .

2. Coffee Shop Kulumanu Kopi to form a marketing research business unit whose task is For analyze and review market developments , changes behavior consumers , development technology product , condition competitors and try digital marketing or e-commerce business , so that Kulumanu Coffee Shop Coffee is capable implementing the right sales strategy For win competition growing business dynamic .

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