
MARKET ORIENTATION, INNOVATION, AND COMPETITIVE ADVANTAGE: HOW MSMEs IN THE SUKABUMI MOCHI INDUSTRY CAN BOOST PERFORMANCE

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ABSTRACT

The purpose of this study is to find out how market orientation, innovation, competitive advantage, and the performance of micro, small and medium enterprises (MSMEs) in the Sukabumi Mochi industry correlate with each other. This research investigates how these elements interact and influence the success of small and medium-sized enterprises (MSMEs), especially in the food industry. In the introduction, the importance of strategic business practices to increase turnover is discussed. Competitive advantage is driven by market orientation, which includes focusing on customers, using market information, competitor analysis, and optimization of sales turnover. Competitive advantage is also considered important by innovation, which includes innovative products, processes, and marketing activities. The COVID-19 pandemic is considered a major disruption affecting MSMEs, making an effective business strategy necessary. In addition, there was a discussion about government support for MSMEs during the pandemic, emphasizing how vulnerable small businesses are to outside shocks. The study used a quantitative approach to analyze data from MSMEs in the Mochi Sukabumi sector. This is done using the structural equation model (SEM). The population consists of 121 MSMEs, and data was collected using Google Forms. The results support several hypotheses: market orientation benefits competitive advantage, market orientation benefits MSME performance, innovation benefits competitive advantage, and competitive advantage benefits MSME performance. According to this study, MSMEs in Mochi Sukabumi can improve their business performance by implementing a market-oriented approach and encouraging innovation. However, research recognizes that not everything can be generalized, and suggests conducting further research taking into account additional factors such as price and product quality.

Key words: Market orientation, Innovation, Competitive advantage, Performance, Micro, Small, and Medium Enterprises (MSMEs)

INTRODUCTION

A significant increase in turnover can be achieved by using strategic business. Business strategy is related to a marketing strategy in which marketing resources are coordinated intentionally and effectively to achieve organizational goals (Cadogan, 2012). Business strategy is part of an organization's business plan and corporate strategy and also overlaps with other plans, including organizational and strategic marketing plans. The company's business strategy by looking at competitive advantages in the company. Organizations in different economic sectors around the world are in a constant rush to use new technologies in innovative and strategic ways for competition and other purposes (Blümel et al., 2022; Oyekunle & Tiamiyu, 2022; Primasari, 2021).

The competitive advantage that has been successfully used by MSMEs in Mochi Sukabumi is by looking at market orientation and innovation. Business innovation, national innovation, business launch policies, and local competitive advantages form a cyclical system of business innovation and entrepreneurship (Lesmana et al., 2022; Tian et al., 2021; Yu & Du, 2021). Innovation is an important success factor, correct implementation can separate a company from the competition, increase its competitiveness, react more flexibly to changing customer needs and strengthen its position in the market (Klein & Popp, 2022; Loucanova et al., 2022; Tian et al., 2021). The business environment has become increasingly competitive, dynamic, and volatile. Businesses must find new ways to strengthen their competitive advantage. Information is considered one of the most important sources of competitive advantage in the information age (Đonlagić Alibegović & Mešanović, 2022; Loucanova et al., 2022).

Market orientation and innovation carried out by MSMEs Mochi Sukabumi is one way to compete in the market. Market orientation and performance can indicate correlations that lead to the possibility of such a relationship. Conceptual and empirical perspectives suggest that future research should focus on the mechanisms by which market orientation contributes to performance (Guo, 2002a; Kurtinaitiene, 2005). According to Yuechao Du(2021), market orientation moderates the relationship between technology performance and entrepreneurship, with higher market orientation making the relationship stronger. A company's ability to innovate depends on its

knowledge resources. Information sharing is an important part of information management to optimize an organization's information assets (Kambey et al., 2018; Nuvriasari et al., 2022; Yodchai et al., 2022).

However, in reality, many MSMEs during the pandemic did not use business strategies. The outbreak of the novel coronavirus disease (COVID-19) has had a major impact on the global economy. Micro, small and medium enterprises (MSMEs) are the main contributors to the COVID-19 outbreak. Several studies have attempted to assess the impact of the COVID-19 epidemic on businesses and provide policy recommendations to help small businesses reduce business losses and manage the crisis (Agarwal et al., 2023; Shafi et al., 2020). The government has started extending financial assistance and other forms to micro, small and medium enterprises (MSMEs). MSMEs in small businesses are more vulnerable to the adverse effects of the pandemic. On the other hand, the supply chain, labor supply, and final demand for goods and services can be managed by even large companies. However, because MSMEs are diverse, the severity of the pandemic's impact on SMEs will vary greatly depending on their characteristics (Kilay et al., 2022; Takeda et al., 2022).

So many MSMEs experience a decline in income. Low market reaches to sell the resulting product. External shocks such as the COVID-19 crisis are affecting society at large. Typical indicators are a decrease in expenses, exports, and imports and a decrease in gross domestic product. However, it is heterogeneous that firms suffer as they experience growth (crisis exploiters), some are dissatisfied (crisis averters) and others suffer (crisis victims). There is also (Klyver & Nielsen, 2021; Pereira et al., 2021). We find a clear distinction in the relationship between an effective crisis strategy and expected sales, depending on how the crisis affects the UMKM in general (i.e. UMKM is a victim of a crisis, a crisis anchor, or a crisis exploiter) (Farida & Setiawan, 2022; Klyver & Nielsen, 2021; Primasari, 2021).

In general, the impact of reduced interest in buying products comes from poor service to customers. The existence of customer big data for companies, this is one of the new ways in business strategy in relation to customers. CRM strongly supports personalization and suitability for sales and customer service. CRM is needed in improving the customer experience, especially the personalization of services. So that with the existence of CRM, companies will be more proactive in terms of marketing strategies by sending notifications via smartphones (Anshari et al., 2019; Bocken & Konietzko, 2022; Tourani, 2022). With the acceleration of technology, the transparency of other people's opinions increases significantly, so the decision-making power of other consumers also increases. Consumers can cut corners, where people reduce their knowledge to imitate others, depending on trends (Kamal et al., 2022; Pavlović-Höck, 2022; Rombach et al., 2022).

Consumer satisfaction declined during COVID-19, resulting in lower sales, frequency and volume of purchases, and higher product prices. Governments can therefore pay more attention to eliminating supply chain disruptions during pandemics like COVID-19 (Hansen, 2022; Mitra et al., 2022; Ong et al., 2021; Tønnesen et al., 2022). The human capacity to run a company is still limited. Sustainable Human Resource Management (SHRM) means balancing the activities of an organization considering environmental, economic, and social aspects that enable the sustainable development of the enterprise (Foley & Fahy, 2009; Silveira Ramalho & de Fátima Martins, 2022; Sutherland et al., 2021). With very minimal human resources, both ability and quantity, a company cannot run well.

This research is important because using business strategies can increase turnover. In addition, MSMEs can determine market orientation and innovation to create business advantages. So this study aims to help companies in improving business performance, especially MSMEs Mochi Sukabumi. This research activity focuses on the field of Food MSMEs in the Sukabumi area which is a sub-topic related to local wisdom in the field of social capital strengthening studies.

Literature Review and Hypothesis

MSME Performance

The performance of the company plays a very important role in the further development of the business economy in the field of UMKM in the medium sector. The measurement of a company's performance is the result of the multifaceted development of the organization (Gladson Nwokah, 2008; Guo, 2002b; Kyal et al., 2022; Tjahjadi et al., 2022). Each business performance can be linked to a measure of a company's performance that has been combined with manufacturing, finance, and marketing (Farida & Setiawan, 2022; Nguyen et al., 2021; Valdez-Juárez et al., 2022). Business performance is the level of achievement of the business itself (Fernandes & Solimun, 2017; Peterson & Altounian, 2019)

Competitive Advantage

The highly developed market and business performance is the result of the company's competitive advantage against fairly fierce competition with other similar companies (Farida & Setiawan, 2022; Rua & Santos, 2022; Yu & Du, 2021). Skills that have been acquired from superiors allow an organization to have and execute competitors' strategies in the organization including having the skills of operational ability in carrying out technical or managerial (Christensen, 2010; Yasar & Korkusuz Polat, 2022). Better understand consumer needs and desires, and support consumer satisfaction for the company's development (Sallehuddin et al., 2021; Sawlani et al., 2022; Sharabati et al., 2022).

Market Orientation

A behavioral model of marketing management with an emphasis on competitive advantage, business performance, customer service satisfaction and various functions of marketing activities, often referred to as market

orientation (Bae & Choi, 2021b; Nuvriasari et al., 2022; Winston & Dadzie, 2002). Marketing management actions should be guided by the ability to satisfy the customer or the ability of the customer to achieve marketing efficiency and activity (Kurtinaitienė, 2005; Kyal et al., 2022). According to Nerver and Slater, market orientation is based on the following dimensions: consumer orientation indicates the customer's understanding or desire and need to monitor who is coming. These aspects infer the ability of corporate resources to process and create value for consumers (Dwairi et al., 2007; Foley & Fahy, 2009; Winston & Dadzie, 2002)

Innovation

In the opinion of Damanpour (2009), innovation can be measured by the degree to which a business entity or organization generates, receives, and implements new ideas, such as from its processes, its products, and its services. A very common reason why an organization innovates is due to the presence of pressures from the external environment, such as increasingly competitive market conditions, deregulation, scarcity of resources, demand from most customers, or because of the choice of the internal organization itself, by wanting to obtain distinctive competencies, wanting to obtain a superior level of aspiration, and increasing the level of service quality, [(Azhar Mohd Harif et al., 2022; Sari & Asad, 2018; Valdez-Juárez et al., 2022).

Market Orientation Affects Competitive Advantage

Competitive advantage can be maintained by using the business perspective that the company does to satisfy customers and all their demands for a product produced by the company, this is called market orientation (Adomako et al., 2022; Di Zhang & Bruning, 2011; Fatoki, 2021; Rua & Santos, 2022). So, in achieving the target market, it requires market orientation in increasing business, especially food production. (Cravens & Piercy, 2006; Dwairi et al., 2007; Fatoki, 2021; Rua & Santos, 2022).

H1: Positively affect market orientation toward competitive advantage

Orientasi Pasar Berpengaruh Terhadap Kinerja Bisnis

According to Kotler and Keller (2018) (Kotler & Keller, 2018), Markets from an economist's point of view are often described as a group of sellers and buyers who have traded on a particular product or group of products. Realize a business that adopts a strong market-oriented management philosophy (market-based management) (Al-Adhami et al., 2021; Bae & Choi, 2021a; Gladson Nwokah, 2008). Tougher business competition for fully market-oriented firms can be seen in increased production (Du et al., 2021; Foley & Fahy, 2009).

H2: Positive effect of market orientation on business performance

The Effect of Innovation on Competitive Advantage

Innovation is the ability of business actors to spark new ideas that can then make a difference with others, for business actors who can survive in any condition in the business world, it is necessary to have sustainable innovation. The results of research from Martínez-Costa (2019) and Haryanto (2017) there is a positive correlation between innovation and competitive advantage.

H3: Innovation positively affects business performance.

The Effect of Innovation on Business Performance

The study conducted by (Georgellis et al., 2000) entitled "Entrepreneurial action, innovation and business performance: A study of small independent companies found results regarding the importance of innovation capacity as a strong predictor of small business performance. Our research found a positive relationship between innovation and performance. The above results are also confirmed by several studies showing a positive relationship between innovation and corporate performance. (Haryanto et al., 2017).

H4: Innovation positively affects business performance

Competitive Advantage Affects Business Performance

Some of the findings of this study show that diverse knowledge has positive implications, influences competitive advantage and performance, and promotes competition between firms and between prices set for consumers. increase. Therefore, business performance drives the growth of small businesses through competitive advantage strategies to drive consumer revenue growth and expand their customer base. The research above is strengthened by the results of research conducted by Rosa Eidizadeh, et al (2017). There is a positive relationship between competitive advantage and business performance that companies can improve.

H5: Positively affect competitive advantage on business performance

METHOD

This research uses quantitative methods with the research design used as descriptive and causal (Ferdinand, 2014). The data analysis technique in this study uses AMOS tools with the Structural Equation Modeling (SEM) method, (Harindranath & Jacob, 2018). The population in this study is MSMEs in Sukabumi mochi, in 2021 the number of MSMEs in Sukabumi Regency and City is 121 data sources from the Sukabumi Regency and MSME Cooperatives and MSMEs.

The study sample is a representation of the population. The research sample used a census technique where the entire population was used as a research sample, namely 121 samples of MSME actors in Sukabumi mochi. The data collection method in this study used Google Forms. For this study, we used primary data directly from the respondents, MSME players typical of Sukabumi. Questionnaire distribution he conducted for 2 months and data were collected from up to 105 samples as 16 samples were unwilling to respond to the questionnaire.

The data analysis methodology in this study uses the AMOS tool with structural equation modeling techniques. Here are his seven steps: develop theoretical models, create m-path diagrams (path diagrams), convert path diagrams to structural equations, select input matrices for data analysis, identify value models, and evaluate model estimation and interpretation (Ferdinand, 2014; Rivera et al., 2018).

Dimensionalisasi Variable

The following is the operational definition of research variables:

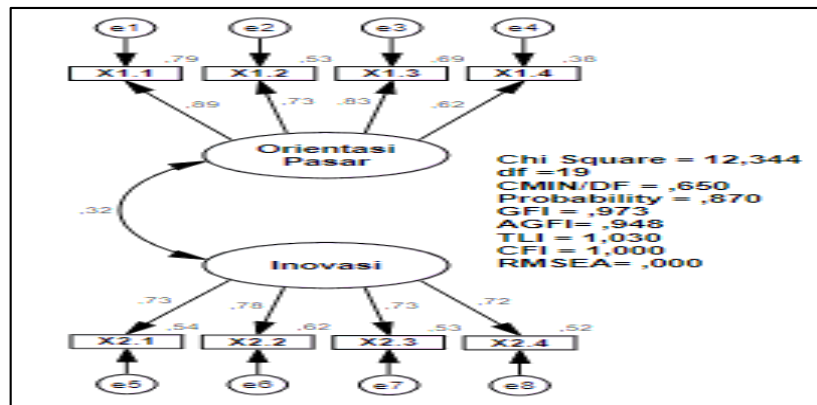
Table 1
Research Variable Indicators

Variable Name	Variable Definition	Indicator
Market Orientation	Creating customer value in a business environment for a company is a very important process.	<ul style="list-style-type: none"> Customer Orientation Competitor Orientation Market Information Sales Turnover
Innovation	Refers to previous knowledge for the future in generating, accepting, and implementing new ideas.	<ul style="list-style-type: none"> Product Innovation Innovation Process Product Marketing Activity Innovation Innovation in Organizations
Competitive Advantage	Ability as a way to keep its function and dominate the market	<ul style="list-style-type: none"> Peculiarities of the product Product Quality Competitive price Market Segmentation Advantages
Business Performance	Looking back on the performance of three years ago, the value brought about by corporate growth	<ul style="list-style-type: none"> Sales growth Market growth Profit Growth Asset Growth

Confirmatory Factor Analysis of Exogenous Variables

This research model has 2 exogenous variables, namely Market Orientation and Innovation. Exogenous Variables Market Orientation, there is a picture below that can be seen as the factor analysis confirmatory of the Market Orientation variable.

Figure 1
CFA Market Orientation



Source: primary data processed, 2022.

The results of the CFA test analysis of exogenous variables of market orientation and innovation confirm the feasibility of the overall model meeting the specified criteria. You can continue by noting the load factor values for each of the indicators below.

Table 2
Regression Weight (Loading Factor)

		Estimate
X2.1	<--- innovation	,735
X2.2	<--- innovation	,785
X2.3	<--- innovation	,727
X2.4	<--- innovation	,724
X1.1	<--- market orientation	,889
X1.2	<--- market orientation	,729

		Estimate
X1.3	<--- market orientation	,829
X1.4	<--- market orientation	,616

Source: primary data processed, 2022.

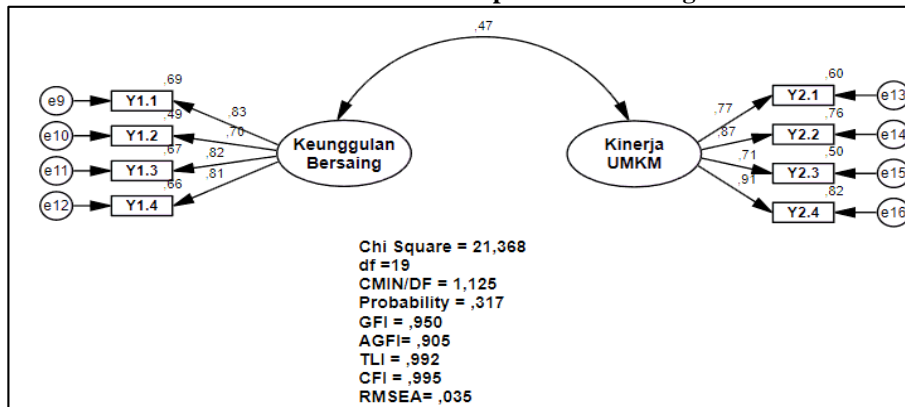
In table 2 above, it is known that the loading factor value of each exogenous variable of innovation and market orientation is >0.5, which means that the indicator can measure the research construct. Endogenous Variables Competitive Advantage, there is a picture below can be seen of the factor analysis confirmation of the variable competitive advantage.

Endogenous Variable Confirmatory Factor Analysis

This research model has two endogenous variables, namely competitive advantage, and MSME performance.

Figure 2

CFA Test Variable Competitive Advantage



Source: primary data processed, 2022.

The results of the CFA test analysis of endogenous variables of competitive advantage and the performance of MSMEs in the overall model feasibility test have met the specified standards. Can be continued by paying attention to the loading factor value of each indicator.

**Table 3
Regression Weight (Loading Factor)**

		Estimate
Y1.4	<--- competitive advantage	,814
Y1.3	<--- competitive advantage	,819
Y1.2	<--- competitive advantage	,697
Y1.1	<--- competitive advantage	,828
Y2.1	<--- MSME performance	,774
Y2.2	<--- MSME performance	,870
Y2.3	<--- MSME performance	,709
Y2.4	<--- MSME performance	,906

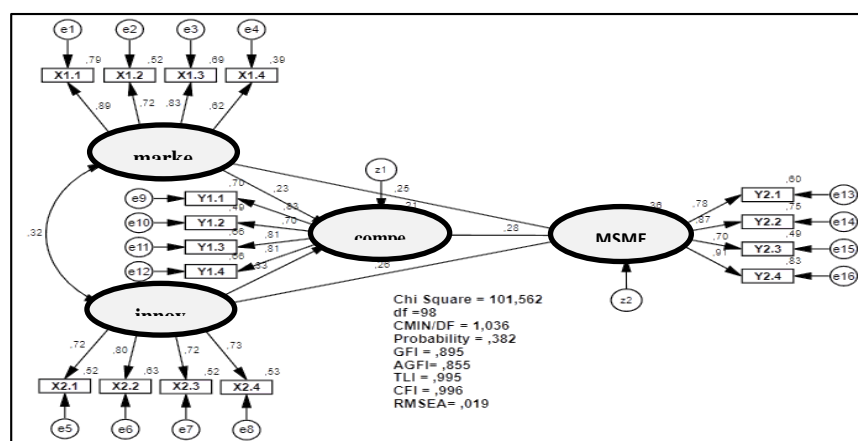
Source: primary data processed, 2022.

In table 3 above, it is known that the loading factor value of each endogenous variable of competitive advantage and MSME performance is >0.5, which means that indicators can measure research constructs.

Full Research Model Feasibility Test

The figure below shows a full feasibility test of the study model and a table showing the results of the full model feasibility test analysis.

**Figure 3
Test Full Model**



Source: primary data processed, 2022.

Table 4
Full Model Due Diligence Analysis Output

<i>The goodness of the fit</i>	<i>Cut off value</i>	<i>Hasil Analisis</i>	<i>Keterangan</i>
<i>Chi-Square</i>	< 122.107 (df:98, α :0,05)	101,056	<i>Fit</i>
CMIN/DF	< 2,00	1,036	<i>Fit</i>
<i>Probability</i>	> 0,05	0,382	<i>Fit</i>
GFI	> 0,90	0,895	<i>Marginal Fit</i>
AGFI	> 0,90	0,855	<i>Marginal Fit</i>
TAG	> 0,90	0,995	<i>Fit</i>
CFI	> 0,95	0,996	<i>Fit</i>
RMSEA	0.05-0,08	0,019	<i>Fit</i>

Source: primary data processed, 2022.

Table 4 above on the model feasibility test is known to have met the standard of the goodness of fit test criteria. Value chi-square $101.562 < 122.107$, CMIN/DF $1.036 < 2.00$, probability $0.382 > 0.05$, TLI $0.995 > 0.95$, CFI $0.996 > 0.95$, there are 2 unfit tests, namely GFI and AGFI less than cut-off value 0.90, but because it is more dominant that is fit, it can be continued in the next analysis. The regression weight test on the full model is presented in the following table.

Table 5
Regression Weight Full Model

		Estimate	S.E.	C.R.	P
competitive advantage	<--- market orientation	,230	,112	2,053	,040
competitive advantage	<--- innovation	,392	,147	2,675	,007
MSME performance	<--- market orientation	,224	,092	2,443	,015
MSME performance	<--- innovation	,267	,119	2,241	,025
MSME performance	<--- competitive advantage	,247	,098	2,509	,012

Source: primary data processed, 2022.

In table 5 above, the regression weight test is known:

1. Market orientation has a big impact on competitive advantage, with a known p-value of 0.040 with a coefficient value marked positively as 0.230. This means that the market orientation carried out by MSME players in Mochi Sukabumi can increase competitive advantage.
2. There is a significant influence of innovation on competitive advantage, with a known p-value of 0.007 with a coefficient value marked positively as 0.392. This means that innovations made by MSME players mochi Sukabumi can increase competitive advantage.
3. There is a significant influence of market orientation on the performance of MSMEs, it is known that the p-value is 0.015 with a coefficient value marked 0.224. This means that the market orientation carried out by MSME players in Mochi Sukabumi can improve business performance.
4. There is a significant influence of innovation on the performance of MSMEs, it is known that the p-value is 0.025 with a coefficient value marked 0.267. This means that innovations made by MSME players in Mochi Sukabumi can improve their business performance.
5. There is a significant influence of competitive advantage on the performance of MSMEs, with a known p-value of 0.012 with a coefficient value marked positively as 0.247. This means that the competitive advantage obtained from each MSME mochi Sukabumi can improve business performance.

Data Normality Test

The data normality test needs to be tested to find out whether the data is normally distributed or not from each research variable. it is known that the value of the AMOS analysis on the multivariate CR (critical ratio) of 1.441 is in the range of ± 2.58 , the data is normally distributed in a multivariate manner.

Evaluation of Outliers

The results of the multivariate outliers test are known by paying attention to the Chi-square table, with a df of 20 (indicator) $p < 0.001$. Cut-off value $\chi^2(16, 0.001) = 39.252$. The results of the AMOS analysis found that the highest mahalo nabis distance value was $37,620 < 39,252$ meaning that there were no outliers in the study data.

Multicholinearity Evaluation

Multicollinearity detects the presence of strong correlations between independent variables. The results of the analysis showed a determinant value of the sample covariance matrix of = 2.170, meaning that the value showed far from zero. So that the research model is free of multicollinearity.

RESULTS AND DISCUSSION

Results

Market Orientation Positively Affects Competitive Advantage

It is proven that there is a significant influence of market orientation on competitive advantage by paying attention to the p-value of $0.040 < 0.05$. The first hypothesis is acceptable. Market orientation carried out by MSME players mochi Sukabumi with orientation to customers, competitor orientation, market information orientation, and sales turnover orientation. The most dominant loading factor value is the customer orientation indicator with a value of 0.889, which means that the customer orientation carried out by MSME players to meet consumer needs in terms of taste, and variants largely determine the product sells well in the market. The results are in line with research conducted by Fatoki (2021), Rua (2022), and Di Zhang (2011), Market orientation has a significant positive effect on competitive advantage.

Market Orientation Positively Affects MSME Performance

It is proven that there is a significant influence of market orientation on the performance of MSMEs by paying attention to the p-value of $0.007 < 0.05$. The second hypothesis is acceptable. The market orientation carried out by MSME players in Mochi Sukabumi can significantly improve the performance of MSMEs. Market orientation is the attitude of business people in running their business by paying attention to consumer wishes. The results of this study support the findings of previous research conducted by Luu Trong Tuan (2018), Kam Sing Wong (2012), Bambang Tjahjadi (2022), and Kyal (2022) that market orientation is significant in improving business performance.

Innovation Positively Affects Competitive Advantage

It is proven that there is a significant influence of innovation on competitive advantage by paying attention to the p-value of $0.015 < 0.05$. The third hypothesis is acceptable. Innovation that is continuously carried out by business people by creating products that have added value and are different from others, can become pioneers in the market because it is considered that the products sold are very different from others. The innovations carried out are product innovation, innovation process, innovation of product marketing activities, and innovation in the organization. The most dominant loading factor value is the innovation process indicator with a loading factor value of 0.785, which means that the process innovation is carried out by MSME players in the production process until the product is sold to meet customer wishes. The results are in line with research from Martínez-Costa (2019) and Mahmoud et al, (2016).

Innovation Positively Affects MSME Performance

It is proven that there is a significant influence of innovation on the performance of MSMEs by paying attention to the p-value of $0.025 < 0.05$. The fourth hypothesis is acceptable. Innovation also shows a positive impact on long-term success in MSMEs in Sukabumi mochi, because it is believed to increase the desire to grow and change, and the introduction of new products. Innovation can be observed from the extent to which the business receives input and implements new ideas, such as from the process, from its products, and from services to consumers. The results are in line with research from Haryanto et al (2017), innovation affects business performance.

Competitive Advantage Positively Affects MSME Performance

Looking at the p-value of < 0.012 , it proves that there is a significant impact of the business benefits on the performance of MSMEs. 0.05. The competitive advantages obtained by MSME players in terms of product uniqueness (taste), product quality, competitive prices, and market segmentation advantages can certainly improve performance in their business. The dominant value of the loading factor on competitive advantage is an indicator of product uniqueness (taste) with a value of 0.828. This means that the taste or uniqueness of mochi products is a necessity that is considered preferred by consumers because mochi that has many variants will certainly be preferred by customers.

Discussion

How to overcome business competition needs to apply a strategic orientation of the market. Some researchers agree that competitive advantage in a company can improve business performance. So the researchers found that to make it easier to select market competitors and increase the chances of winning the competition, businesses must be strengthened by how to handle market challenges and adopt innovations. This is also emphasized in the research of Sawlani, et al., (2022) and Bae, Byungyun, (2021a).

The orientation of the company's market strategy can be done by providing excellent service and creating innovative products. Excellent service to customers can increase sales turnover. In this case, the researchers also agreed to emphasize that business competition can be won by providing good service to customers, in addition to product innovation. This opinion is reinforced by research by Chiquan Guo (2002a), and Mohd Amy Azhar Mohd Harif, (2022).

Product novation can also expand the market reach in selling products by emphasizing competitive advantage. Bringing up product innovation, especially food products, is very important to attract consumers to continue to buy the same product with different flavors or appearances. Researchers agree that product innovation will be able

to win a market competition, according to research by Merola, Emma, (2015). Therefore, market orientation and innovation are business strategies that can be applied to improve the performance of MSMEs in their competitive advantage, especially in MSME Mochi Sukabumi.

CONCLUSION

Strategic business is conducted considering the competitive advantage of MSMEs through market orientation and product innovation. Through competitive advantage, the company can improve the performance of its MSMEs. Theoretically, market orientation is very influential in creating customer value in a business environment. Theoretically, innovation is very influential for customers in receiving products produced by the company. Practically, MSMEs can maintain their position and dominate the market in improving their business performance.

The limitations of the research conducted are that the research cannot be generalized to all MSMEs in Sukabumi City because the focus of the research is only on MSMEs of Sukabumi mochi food and there are two unfulfilled model feasibility tests, namely the GFI test and the AGFI test, the value is still less than the specified threshold of >0.90 .

Referring to the limitations above, it is hoped that future research will pay attention to I hope that research objects can be added not only to mochi MSMEs but food MSMEs in Sukabumi, and I hope that future research can add predictive variables, namely price and product quality.

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