

RINGKASAN

Devta Argu Santia. Program Studi Administrasi Bisnis Universitas Yudharta Pasuruan. 08 Agustus 2023. Pengaruh Modal Intelektual, *Market Sensing Capabilities*, dan Inovasi Produk Terhadap *Competitive Advantage* (Studi Pada UMKM Produk Pangan Olahan Terkemas Kecamatan Tukur).

International Monetary Fund (IMF) telah memberitahukan kepada seluruh negara bahwa sepertiga dari ekonomi global akan mengalami resesi ekonomi pada tahun ini. Dalam menghadapi resesi ekonomi ada salah satu pelaku ekonomi yang diperkirakan menjadi penyelamat perekonomian negara yaitu UMKM.

Tujuan penelitian ini adalah untuk mengetahui dan mengukur pengaruh modal intelektual, *market sensing capabilities*, dan inovasi produk terhadap *competitive advantage* (studi pada UMKM produk pangan olahan terkemas kecamatan tukur). Pemilihan sampel dalam penelitian ini menggunakan *purposive sampling* sebanyak 81 pelaku usaha UMKM produk pangan olahan terkemas. Untuk uji statistik dan pengolahan data yaitu menggunakan WarpPLS 7.0. Hasil penelitian ini menunjukkan bahwa (1) modal intelektual berpengaruh positif signifikan kuat terhadap *competitive advantage*, (2) *market sensing capabilities* berpengaruh positif signifikan lemah terhadap *competitive advantage*, (3) inovasi produk berpengaruh positif tidak signifikan terhadap *competitive advantage*, (4) modal intelektual berpengaruh positif signifikan lemah terhadap inovasi produk, (5) *market sensing capabilities* berpengaruh positif signifikan kuat terhadap inovasi produk.

SUMMARY

Devta Argu Santia. Yudharta Pasuruan University Business Administration Study Program. 08 August 2023. The Influence of Intellectual Capital, Market Sensing Capabilities, and Product Innovation on Competitive Advantage (Study on MSMEs of Packaged Processed Food Products, Tukur District).

The International Monetary Fund (IMF) has informed all countries that a third of the global economy will experience an economic recession this year. In the face of an economic recession, there is one economic actor that is estimated to be the savior of the country's economy, namely MSMEs.

The purpose of this study was to determine and measure the effect of intellectual capital, market sensing capabilities, and product innovation on competitive advantage (a study on packaged processed food product SMEs, Speech District). The sample selection in this study used purposive sampling of 81 MSME entrepreneurs in packaged processed food products. For statistical tests and data processing using WarpPLS 7.0. The results of this study indicate that (1) intellectual capital has a significant positive effect on competitive advantage, (2) market sensing capabilities has a significantly weak positive effect on competitive advantage, (3) product innovation has an insignificant positive effect on competitive advantage, (4) intellectual capital has a weak significant positive effect on product invasion, (5) market sensing capabilities has a significant positive effect on product innovation.