

THE EFFECT OF ENTREPRENEURIAL COMPETENCE AND PRODUCT INNOVATION ON COMPETITIVE ADVANTAGE AT DPC MEDAN WOMEN ENTREPRENEUR ASSOCIATION (IWAPI)

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Abstract

This study aims to determine and analyze the effect of entrepreneurial competence and product innovation on competitive advantage at the DPC of the Indonesian Businesswomen Association of Medan. The method used in this research is quantitative descriptive method. The population in this study were members of the DPC of the Indonesian Businesswomen's Association of Medan, totaling 314 people. This study uses probability sampling techniques in simple random sampling in determining the sample. To determine the number of samples using the Slovin formula so that 76 respondents were obtained. Data processing in this study using the SPSS software program (version 27). The data analysis techniques used in this study are validity and reliability tests, Multiple Linear Regression Analysis, Classical Assumption Test, t test and F test, and Determination Coefficient Test. The results obtained from the data processing carried out are partially competent.

Keywords: *Entrepreneurial Competence, Product Innovation and Excellence Competitiveness*

INTRODUCTION

Entrepreneurship is a major concern in efforts to improve economic performance in Indonesia. Various stimuli from the government are carried out to increase the interest of the younger generation in Indonesia to become entrepreneurs. An entrepreneur is someone who strives to become an independent businessman, who starts his business venture from the bottom. As a country with a large population, Indonesia still has few entrepreneurs compared to neighboring countries such as Malaysia and Thailand. While entrepreneurship has been widely discussed in the media, the existence of women entrepreneurs is a different matter. Different in the sense that not many people are aware of their existence in Indonesia. When it comes to women entrepreneurs, the number is even smaller. Because the business world often intersects with risky things, such as competition and requires a strong mentality, entrepreneurs are still dominated by men. As stated by the Chairperson of the Central Executive Board of the Indonesian Businesswomen's Association that women entrepreneurs in Indonesia have not yet reached one million entrepreneurs. Only about 0.25 percent of female entrepreneurs who exist and actively carry out their entrepreneurial spirit in Indonesia <http://batam.tribunnews.com>.

The Indonesian Businesswomen's Association as the largest and oldest organization of women entrepreneurs in Indonesia, has had Regional Executive Boards, Branch Executive Boards and Branch Executive Boards in all regions in Indonesia. One of them is the Branch Management Council (DPC) of the Indonesian Businesswomen Association (IWAPI) Medan, with management and membership that has been formed with an active work program in voicing and increasing the capabilities and competencies of women entrepreneurs in Medan City. The management of DPC IWAPI Medan City also has a focus on increasing the competitive advantage of the products produced by its members. Competitive advantage is a position that must be achieved if you want to survive in the tight competition of business actors. For companies, price advantage, product variety and knowing customer desires in relation to competitive advantage are things that must be achieved.

Competitive advantage must be seen as a dynamic process that follows changes rather than being seen only as a result. This competitive advantage process includes three things, namely sources of excellence, positional advantage and performance outcomes. In the midst of intense

Muhammad Faisal^{1*}, Indriani Adha², Khairunnisa³, Clarissa Tarigan⁴,
Sari Wulandari⁵

competition today, a company must be able to create products that have a competitive advantage. Competitive advantage is important to achieve business sustainability. Competitive advantage can be achieved with one of the supporting factors is product innovation. Innovation is an increase in new elements or new combinations of technology, products, or management with new methods or inventions. Product innovation will bring up several product designs, which will add alternative choices, increase the value or benefits of the products obtained by consumers, which can then increase the quality of products in accordance with the needs and desires of consumers. Innovation of the products produced is very important for the sustainability of a business. Based on the results of pre-survey interviews with 5 female entrepreneurs who are members of DPC IWAPI Medan City, it can be concluded that the ability to innovate products is very low. This is because women entrepreneurs do not have the knowledge and skills to innovate the products they produce.

A competency is a basic characteristic of an individual that enables superior performance in a particular job, role or situation. Competence is also the integration of knowledge, skills, and attitudes that make it possible to carry out an effective way. In achieving success, an entrepreneur must have certain characteristics as well. Some characteristics of successful entrepreneurship include: proactivity, achievement orientation, efficiency orientation, prioritizing quality of work, planning, and prioritizing monitoring, and having commitment. Entrepreneurial competence must be able to convey a strategic vision in order to build internal company relationships. Entrepreneurs must be able to build good internal relationships in order to achieve the strategic vision they want to achieve. The number of entrepreneurs who run a business as a last resort to improve personal economic capabilities, making entrepreneurs in Indonesia dominated by entrepreneurs who do not have entrepreneurial competence.

METHODS

This research was conducted to test the hypothesis proposed using research methods that have been designed in accordance with the variables to be studied in order to obtain accurate results. This type of research is descriptive quantitative. Quantitative descriptive research is a type of research that aims to describe systematically, factually and accurately about the facts and nature of a particular object or population. Quantitative research methods are methods that use statistical or measurement procedures by focusing on phenomena that have certain characteristics and are described in several components, variables and indicators (Sugiyono, 2018). This study aims to describe or describe the effect of Entrepreneurial Competence and Product Innovation on Competitive Advantage at DPC IWAPI Medan City, which is carried out through data collection and quantitative analysis (questionnaire). In this study, quantitative methods were used as a tool for processing data using SPSS 25. The population in this study were administrators and members of the DPC IWAPI Medan City, totaling 314 people. Determining the number of samples from a population can use the Slovin formula as follows.

$$n = \frac{N}{1 + N (e)^2}$$

Where:

n : Number of samples required

N : Total population

e : Maximum error limit tolerated in the sample (0.1) 10%

$$n = \frac{314}{1 + 314 (0,1)^2}$$

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Muhammad Faisal^{1*}, Indriani Adha², Khairunnisa³, Clarissa Tarigan⁴,
Sari Wulandari⁵

$$n = 75,84$$

Base on above calculations, the sample taken is 76 respondents.

RESULTS AND DISCUSSION

Classical Assumption Test

Normality Test

The normality test is carried out to detect whether the regression model has a normal distribution or not. The normality assumption is a very important requirement for the meaningfulness (significance) of the regression coefficient. A good regression model is a normal regression model, so it is suitable for statistical testing. In this study, the normality test used normal probability plot graph analysis and the Kolmogorov-Smirnov Test in the IBM SPSS Statistics V.25 program. The results of the normality test can be seen in the normal p-plot graph analysis as follows:

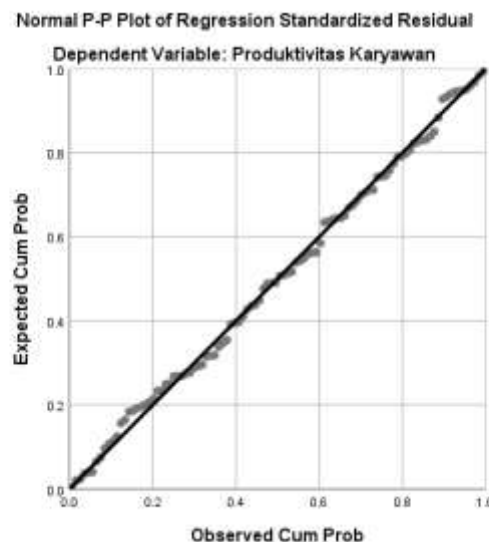


Figure 1. P-Plot Graph

Source: *Data Processing Using SPSS 25.0 (2023)*

In the P-Plot graph above, the data spreads around the diagonal line and follows the direction of the diagonal line, so the regression model fulfills the assumption of normality. The graph shows that the distribution pattern tends to be normal, the data shows the points spread around the diagonal line and follow the direction of the diagonal line, so the regression model fulfills the assumption of normality. The results of the p-plot graph analysis are also supported by the results of the statistical analysis of the normality test with Kolmogorov-Smirnov as follows:

Muhammad Faisal^{1*}, Indriani Adha², Khairunnisa³, Clarissa Tarigan⁴, Sari Wulandari⁵

Tabel 2. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		76
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.39468364
Most Extreme Differences	Absolute	.043
	Positive	.037
	Negative	-.043
Test Statistic		.043
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significane

From the data above, it can be seen that the Asymp sig, (2-tailed) value has a significant value of 2.00, this value is greater than 0.05 (2.00>0.05). So it can be concluded that the data in this study is normally distributed.

Multicollinearity Test

The multicollinearity test aims to test the regression model whether there is a correlation between the independent variables. If there is a correlation, so there is a multicollinearity problem, a good regression model should not have a correlation between the independent variables. Biased guidelines look at whether a free variable has a correlation with another free variable which can be seen from the variance inflantion Factor (VIF) value. For (Muis & Fahmi, 2018: 20) if the VIF value is less than 10, to display the model there are no symptoms of multicollinearity, it means that there is no bond between the independent variables. Sourced from the description above to the results of the research that has been tried, the following values can be obtained:

Table 3. Multicollinearity Test Results Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Organizational Climate	.491	2.036
Work Attitude	.922	1.085
Organizational Culture	.468	2.136

a. Dependent Variable: Competitive Advantage

Source: Data processed SPSS 25, 2023

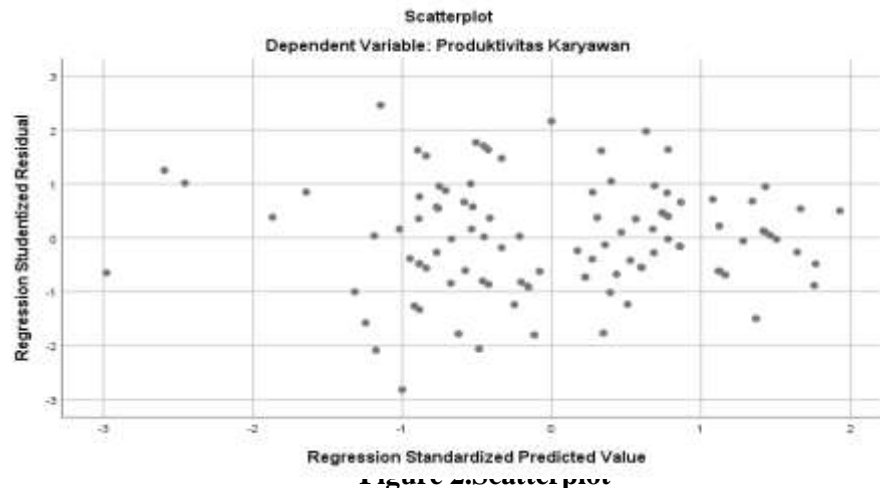
From the table above, it can be seen that each organizational climate (X1), work attitude (X2), organizational culture (X3) has a Variance Inflation Factor (VIF) of less than 10. And the tolerance value is greater than 0.1. So it can be concluded that there is no multicollinearity in this model.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of residual variants between one another. If the residual variance from one observation to another is constant, it is called homoscedasticity. And if the variance is different, it is called heteroscedasticity. A good regression model is that heteroscedasticity does not occur. To determine

Muhammad Faisal^{1*}, Indriani Adha², Khairunnisa³, Clarissa Tarigan⁴, Sari Wulandari⁵

the presence or absence of symptoms of heteroscedasticity, it can be done by using a heteroscedasticity graph between the prediction of the dependent variable and the independent variable. The basis of analysis used in the heteroscedasticity test is as follows:



Source: Data Processing Using SPSS 25.0 (2023)

Based on Figure 2, it can be seen that the scatterplots in the figure show that the points spread randomly and are spread both above and below the number 0 (zero) on the Y axis, it can be concluded that there is no heteroscedasticity in the regression model, so the regression model is suitable for use in this test.

Multiple Linear Regression Analysis

Multiple linear regression aims to determine the effect of two or more independent variables on the dependent variable. To determine the effect of independent variables, namely Entrepreneurial Competence and product innovation on the dependent variable, namely competitive advantage, data processing is carried out using SPSS V.25 application software. The following is a presentation of the results of multiple linear regression analysis as follows:

Multiple Linear Regression Analysis Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,312	2,641		1,392	,285
Entrepreneurial Competence	,338	,185	,694	8,779	,000
Product Innovation	,152	,015	,316	4,304	,000

a. Dependent Variable: Competitive Advantage

Source: Data Processing 2023 (SPSS 25)

From the table of multiple linear regression analysis test results above, it can be seen that the constant a = 3.312 and bx1 = 0.338 and bx2 = 0.152. from the magnitude of these values, they are then entered into the multiple linear regression equation as follows:

$$Y = 3,312 + 0,338x_1 + 0,152x_2$$

Based on the table above, the regression equation formed in this regression test is as follows:

$$Y=1.278 +0.355X_1 + 0.168X_2 +0,532 X_3+ e$$

Muhammad Faisal^{1*}, Indriani Adha², Khairunnisa³, Clarissa Tarigan⁴, Sari Wulandari⁵

Description:

1. From this regression equation shows the value of a or constant of 3.312 indicating that without the variable entrepreneurial competence (X1) and product innovation (X2) on competitive advantage in women entrepreneurs DPC IWAPI Medan is 3.312.
2. The coefficient value of Entrepreneurial Competence (X1) of 0.338 and product innovation (X2) of 0.338 indicates that the variable entrepreneurial competence and product innovation has a positive effect on competitive advantage, it means that any increase in the variable entrepreneurial competence and product innovation will have a positive effect on competitive advantage. This is based on if b value is marked (+), it shows an increase or increase and if b is negative (-), it shows a decrease.
3. The entrepreneurial competency variable has the largest beta coefficient, it means that the entrepreneurial competency variable has the most influence on competitive advantage.

Goodness of Fit Model Test

T test (Hypothesis Testing)

This test serves to determine the effect of the independent variable of entrepreneurial competence, and product innovation on the dependent variable of competitive advantage. The following is a presentation of the t test results (hypothesis testing) as follows:

Table 6. Partial Test Results (t test) Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Error Std.			
(Constant)	1.27	3.390		.377	.707
Entrepreneurial Competence	.355	.076	.337	4.666	.000
Product Innovation	.168	.062	.143	2.705	.008

Dependent Variable: Competitive Advantage

Source: Data Processing 2023 (SPSS 25)

Based on the table above, the hypothesis test for each variable can be explained as follows:

- a. Based on the results of regression analysis, the calculated t value is 4.666 > t table 1.984 and the significant value is 0.000 < 0.05, it means that the entrepreneurial competency variable has a positive effect on the competitive advantage variable.
- b. Based on the results of the regression analysis, t value is 2.705 > t table 1.984 and the significant value is 0.008 < 0.05, this means that the product innovation variable has a positive and significant effect on the competitive advantage variable.

F Test (Simultaneous Testing)

This test is conducted to determine whether all independent variables (x) together (simultaneously) can affect the dependent variable (Y). The following is a presentation of the results of the f test simultaneous testing) as follows:

Muhammad Faisal^{1*}, Indriani Adha², Khairunnisa³, Clarissa Tarigan⁴, Sari Wulandari⁵

Table 8. Simultaneous Testing Result (F Test)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1730.981	3	576.994	97.629 ^b	.000
	Residual	579.185	98	5.910		
	Total	2310.167	101			

a. Dependent Variable: Competitive Advantage

b. Predictors: (Constant), Entrepreneurial Competence, Product Innovation

Source: Data Processed by Researchers, 2023

F count can be seen as 97.629, numerator degree = $k-1 = 4-1 = 3$, denominator degree = $n - k = 102-4 = 98$, F table = 3.09. Based on this table that the value of F count $97.629 > F$ table 3.09, it can be concluded that the independent variables of entrepreneurial competence, product innovation simultaneously affect the dependent variable competitive advantage.

Determination Coefficient Test

The coefficient of determination (R^2) test essentially measures how far the model's ability to explain the variation in the dependent variable. This coefficient is used to determine the magnitude of the contribution of the influence of the Entrepreneurial Competence variable (X_1) and Product Innovation (X_2) on Competitive Advantage (Y). The following is a presentation of the results of the coefficient of determination test as follows:

Table 9. Determination Coefficient Test Result (R^2)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1 ^a	.866	.749	.742	2.431	

a. Predictors: (Constant), Entrepreneurial Competence, Product Innovation

b. Dependent Variable: Competitive Advantage

Source: Data Processed by Researchers, 2023

Based on the table above, it can be concluded that the variables of entrepreneurial competence and product innovation have an influence (R Square) of 74.9% on the competitive advantage variable, while the remaining 25.1% is influenced by other variables that are outside this study.

CONCLUSION

Based on the results of the research and discussion that has been stated previously, conclusions can be drawn from research on the effect of entrepreneurial competence and product innovation on competitive advantage at DPC IWAPI Medan City.

1. Partially, entrepreneurial competence has a significant effect on competitive advantage at DPC IWAPI Medan City.
2. Partially, product innovation has a significant effect on competitive advantage at DPC IWAPI Medan City.
3. Simultaneously, entrepreneurial competence and product innovation have a significant effect on competitive advantage at DPC IWAPI Medan City.

Muhammad Faisal^{1*}, Indriani Adha², Khairunnisa³, Clarissa Tarigan⁴,
Sari Wulandari⁵

SUGGESTIONS

Based on the above conclusions, in this case the researcher can suggest the following:

1. Based on the results of hypothesis testing that the product innovation variable is smaller than the entrepreneurial competency variable, it is recommended that DPC IWAPI Medan can improve the ability to innovate its members by providing training, workshops and seminars related to mindset, creativity and product innovation.
2. It is recommended that DPC IWAPI Medan must continue to improve the entrepreneurial competence of its members by synergizing with the Government and the local Business and Industrial World to be able to support the implementation of capacity building programs, capabilities and entrepreneurial competencies.
3. For future researchers, it can examine variables other than entrepreneurial competence and product innovation in influencing competitive advantage. Researchers can add other variables based on exploring previous research, conducting in-depth interviews with respondents and adding research respondents to other entrepreneurial communities to be able to develop and get more accurate results on what actually most affects competitive advantage.

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Muhammad Faisal^{1*}, Indriani Adha², Khairunnisa³, Clarissa Tarigan⁴,
Sari Wulandari⁵

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Muhammad Faisal^{1*}, Indriani Adha², Khairunnisa³, Clarissa Tarigan⁴,
Sari Wulandari⁵

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