

THE INFLUENCE OF BRAND IMAGE, PRODUCT INNOVATION AND BRAND TRUST ON THE COMPETITIVENESS OF WARDAH COSMETIC PRODUCTS ON STUDENTS OF THE NATIONAL UNIVERSITY OF JAKARTA

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ABSTRACT

This research aims to analyze and determine the influence of Brand Image, Product Innovation and Brand Trust on the Competitiveness of Wardah Cosmetic Products among Students at the National University of Jakarta. The data source used in this research uses primary data in the form of a questionnaire. This research data was given to 100 sample respondents, namely Jakarta National University students who had purchased and used Wardah cosmetic products at least once. In this research, sampling was used using the purposive sampling method. Data were processed using SPSS with data analysis techniques used, namely descriptive analysis and multiple linear regression, to test research instruments using validity and reliability tests, classical assumption tests using normality, multicollinearity, heteroscedasticity and autocorrelation tests. Hypothesis testing uses the f test, t test and coefficient of determination. Based on the research results, Brand Image has a positive and insignificant effect on Competitiveness, Product Innovation has a positive and insignificant effect on Competitiveness, and Brand Trust has a positive and significant effect on Competitiveness.

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1. INTRODUCTION

The more the economy develops, the more competition increases, considering the large number of companies operating in the same field. In the face of increasingly fierce competition, companies are trying to compete in creating quality products by developing creativity and the latest innovations in these products so that they can produce a product that is certainly superior to other competitors. Companies must create products that have good quality so that the products they create can be well received by consumers and are able to lead the market.

The population is estimated to be around 250 million people, making Indonesia a promising market for companies in the cosmetics sector. With this number, Indonesia is a potential market for beauty industry entrepreneurs both from abroad and within the country (Lina in Sigma Research, 2017). Along with the large number of cosmetics enthusiasts and users, this can create competition in the increasingly competitive world of the cosmetics industry. This can be seen from the various types of cosmetic products on the market, both those produced domestically and abroad. The existence of various cosmetic products on the market can influence a buyer's attitude in choosing cosmetic products that are of course appropriate to their individual needs and do not pose risks or dangerous side effects that impact skin health. Consumers tend to choose cosmetic products that are quality, safe and offer various benefits.

By having a level of productivity from overall factors that is the same or superior to its competitors, the industry can be said to be competitively competitive. Basically, every company competes for each product so that the business has an advantage over its competitors. This aims to ensure that the business is able to continue to survive in the market and get many users, one of which is by increasing the competitiveness of the product itself. (Ferdinand, 2020). Of course, a company must have its own ability to differentiate between its products and competitors so that it can know the weaknesses of competitors' products and the advantages contained in its own products. Companies must produce products that have

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characteristics so that they become special products so that they can be easily recognized and remembered by consumers in order to win the competition.

The results of a survey conducted by nusaresearch in August 2020 with 2830 respondents among Indonesian women aged 18 years and over, it can be seen that there are 10 cosmetic brands that respondents have used in the last 3 months or so. In first place is the local brand Wardah, with as many as (57.3%) of the respondents using it. Then in second place there are brands that come from outside the USA, namely the Maybelline brand with as many users as (41.1%). Next in third place is a local brand, namely Emina, with (30.1%) and Pixy with (30.1%) users. Continue with other brands such as Viva (26.4%), Purbasari (23.3%), Loreal Paris (21.0%), Sariayu (18.0%), Make Over (17.3%) and Oriflame (16.6%). From these results it can be seen that Wardah products are at the top of the ranking, which means that these products have superior competitiveness compared to other brands.

Wardah itself has presented cosmetics with innovative formulas which are guaranteed to be safe, halal, practical and can meet the needs and desires that suit every woman's taste in accordance with Wardah's concept, namely the Wardah Beauty Concept. Pure & Safe, where cosmetics made by Wardah use quality ingredients and have been proven to be safe and halal. Beauty Expert, that Wardah cosmetics are formulated by beauty pharmaceutical experts who are able to present quality products with the latest innovations. Inspiring Beauty, where Wardah cosmetics are made not only for the body but also for the soul. Wardah encourages every woman to always be confident and care about others, known as "Inspiring Beauty". Wardah always strives to become a capable brand have a positive impact on everyone. This is proven by the large number of sales of Wardah products due to the large number of enthusiasts and users of these products, especially in the marketplace.

According to sales data for beauty care from KompasQuickReport, in early February 2021 in the marketplace. Throughout the first 2 weeks of February, Wardah sales data shows that the lipstick product category managed to occupy first position with sales reaching IDR 2 billion, with a total of around 60 thousand transactions. The best-selling product in the lipstick category is "Wardah Colorfit Matte Lip Mouse. Next, the second best-selling product is the facial moisturizer category, more precisely "Wardah Lightening Night Cream Advance Niacinamide 30gr with total sales of IDR 1.8 billion with 56 thousand transactions on e-commerce. Finally, the powder category was ranked third with total sales of IDR 1.25 billion and reaching 35 thousand total transactions.

This research will be conducted on students at the National University of Jakarta, which is located on the National University of Jakarta campus. Based on the explanation above, it shows that the Wardah brand is quite popular in Indonesia, especially among the majority of women. Therefore, researchers are interested in conducting research on the Wardah cosmetics brand. Seeing the phenomenon that occurred above, the researchers felt that there was an influence of brand image, product innovation, and brand trust on the marketing competitiveness of Wardah products.

2. METHOD

The type of data used in this research is quantitative research. The data sources used are primary data and secondary data. Primary data collection was carried out in this research by distributing questionnaires to parties who had direct contact and met the criteria determined in the research. Secondary data was obtained through library materials, literature, previous research, books, internet sites and so on. The population used in this research is Wardah cosmetics users among Economics and Business Students at the National University of Jakarta. So sampling was carried out using purposive sampling using the Anderson et al (2007) formula, calculations from this formula obtained 100 samples. The data collection technique in this research is by using the questionnaire method. Several data analysis techniques will be used in this research: descriptive analysis, multiple linear regression analysis, classical assumption testing, model feasibility testing, and hypothesis testing.

3. RESULT AND DISCUSSION

Descriptive Analysis

Descriptive analysis is used to describe or analyze research results but is not used to make broader decisions. In this section the data will be presented in table form and a description of the data from each statement. There are 18 statements divided into 4 parts, namely: 4 statement items for the brand image variable (X_1), 4 statement items for the product innovation variable (X_2), 6 statement items for the brand trust variable (X_3) and 4 statements for the competitiveness variable (Y). From the total number and

results of this research, there were 100 respondents who met the criteria, namely students from the Faculty of Economics and Business, National University of Jakarta who had purchased and used Wardah cosmetic products at least once.

To measure all variables, both dependent and independent, each variable is measured using a Likert scale. This scale is used to measure a person's opinions, perceptions and attitudes through predetermined weights or scores. The following are the weights or scores used in Likert scale measurements:

Strongly Disagree (STS)	: 1	Disagree (TS)	2
Neutral (N)	3		
Agree (S)	4		
Strongly Agree (SS)	5		

The following is an attachment describing the data from the statement items:

Descriptive Variable Brand Image (X₁)

Table 4 Statement 1 Brand Image Variable (X₁)

Criteria	Value Weight	Frequency	Percentage	Score
Strongly Disagree	1	0	0%	0
Don't agree	2	0	0%	0
Neutral	3	3	3%	9
Agree	4	52	52%	208
Strongly agree	5	45	45%	225
Total		100	100%	442
Flat				4.42

Source: Data Processing Results of Descriptive Analysis of Variable X1.1

Based on table 4 above, it can be seen that from the total number of respondents, namely 100 respondents, 45 people (45%) said they strongly agreed, 52 people (52%) said they agreed, and for neutral answers there were 3 people (3%). Meanwhile, for the categories of disagree and strongly disagree, there were no answers from the respondents. From these results, an average value was obtained, namely 4.42, which shows that the majority of respondents' answers agree with the statement "The Wardah cosmetic products that I use are made by a company that has a good reputation."

Table 5 Statement 2 Brand Image Variable (X₁)

Criteria	Value Weight	Frequency	Percentage	Score
Strongly Disagree	1	0	0%	0
Don't agree	2	0	0%	0
Neutral	3	1	1%	3
Agree	4	41	41%	164
Strongly agree	5	58	58%	290
Total		100	100%	457
Score				4.57

Source: Results of Descriptive Analysis Data Processing Variable X1.2

Based on table 5 above, it can be seen that from the total number of respondents, namely 100 respondents, 58 people (58%) said they strongly agreed, 41 people (41%) said they agreed, and for neutral answers there was 1 person (1%). Meanwhile, for the categories of disagree and strongly disagree, there were no answers from the respondents. From these results, an average value was obtained, namely 4.57, which shows that the majority of respondents' answers agree with the statement "Wardah cosmetic products have standards that are trusted, namely safe labels and BPOM".

Table 6 Statement 3 Brand Image Variables (X₁)

Criteria	Value Weight	Frequency	Percentage	Score
Strongly Disagree	1	0	0%	0
Don't agree	2	0	0%	0
Neutral	3	3	3%	9
Agree	4	44	44%	176
Strongly agree	5	53	53%	265
Total		100	100%	450
Score				4.5

Source: Results of Descriptive Analysis Data Processing Variable X1.3

Based on table 6 above, it can be seen that from the total number of respondents, namely 100 respondents, 53 people (53%) said they strongly agreed, 44 people (44%) said they agreed, and for neutral answers there were 3 people (3%). Meanwhile, for the categories of disagree and strongly disagree, there were no answers from the respondents. From these results, an average value was obtained, namely 4.5, which shows that the majority of respondents' answers agree with the statement "Wardah cosmetic products are easy to remember".

Table 7 Statement 4 Brand Image Variables (X_1)

Criteria	Value Weight	Frequency	Percentage	Score
Strongly Disagree	1	0	0%	0
Don't agree	2	0	0%	0
Neutral	3	10	10%	30
Agree	4	43	43%	172
Strongly agree	5	47	47%	235
Total		100	100%	437
Score				4.37

Source: Results of Descriptive Analysis Data Processing Variable $X_{1.4}$

Based on table 7 above, it can be seen that from the total number of respondents, namely 100 respondents, 47 people (47%) said they strongly agreed, 43 people (43%) said they agreed, and for neutral answers there were 10 people (10%). Meanwhile, for the categories of disagree and strongly disagree, there were no answers from the respondents. From these results, an average value was obtained, namely 4.37, which shows that the majority of respondents' answers agree with the statement "Wardah cosmetic products guarantee a sense of security to users when using these products".

Table 8 Descriptive Brand Image Variables

No	Statement	Average
1	The Wardah cosmetic products that I use are made by a company that has a good reputation	4.42
2	Wardah cosmetic products have trusted standards, namely safe labels and BPOM	4.57
3	Wardah cosmetic products are easy to remember	4.5
4	Wardah cosmetic products guarantee that users will feel safe when using these products	4.37
Total Score Mean		17.86
Mean Brand Image Score (X_1)		4.465

Source: Data Processing Results of Descriptive Analysis of Variable X_1

Based on table 8 above, from the results of distributing questionnaires to 100 respondents who have been analyzed, the total average for the Brand Image (X_1) variable as a whole is 4.465. From these results it can be seen that on average respondents agree that Wardah cosmetic products have a good and trustworthy brand image. The highest average value is found in the second statement, namely "Wardah cosmetic products have trusted standards, namely safe labels and BPOM" with a value of 4.57. This proves that in general, Jakarta National University students believe in the BPOM safe label of Wardah products so they use these products.

Descriptive Variable Product Innovation (X_2)

Table 9 Statement 1 Product Innovation Variable (X_2)

Criteria	Value Weight	Frequency	Percentage	Score
Strongly Disagree	1	0	0%	0
Don't agree	2	1	1%	2
Neutral	3	21	21%	63
Agree	4	46	46%	184
Strongly agree	5	32	32%	160
Total		100	100%	409
Score				4.09

Source: Data Processing Results of Descriptive Analysis of Variable $X_{2.1}$

Based on table 9 above, it can be seen that from the total number of respondents, namely 100 respondents, 32 people (32%) said they strongly agreed, 46 people (46%) said they agreed, for neutral answers there were 21 people (21%). Meanwhile, there was 1 person (1%) who disagreed and in the strongly disagree category there were no answers from respondents. From these results, an average

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value was obtained, namely 4.09, which shows that the majority of respondents' answers agree with the statement "Wardah is a cosmetic and facial treatment that is able to maintain my facial skin".

Table 10 Statement 2 Product Innovation Variable (X_2)

Criteria	Value Weight	Frequency	Percentage	Score
Strongly Disagree	1	0	0%	0
Don't agree	2	0	0%	0
Neutral	3	4	4%	12
Agree	4	47	47%	188
Strongly agree	5	49	49%	245
Total		100	100%	445
Score				4.45

Source: Results of Descriptive Analysis Data Processing Variable $X_{2.2}$

Based on table 10 above, it can be seen that from the total number of respondents, namely 100 respondents, 49 people (49%) said they strongly agreed, 47 people (47%) said they agreed, and for neutral answers there were 4 people (4%). Meanwhile, for the categories of disagree and strongly disagree, there were no answers from the respondents. From these results, an average value was obtained, namely 4.45, which shows that the majority of respondents' answers agree with the statement "Wardah cosmetic products offer complete and varied products".

Table 11 Statement 3 Product Innovation Variables (X_2)

Criteria	Value Weight	Frequency	Percentage	Score
Strongly Disagree	1	0	0%	0
Don't agree	2	0	0%	0
Neutral	3	4	4%	12
Agree	4	59	59%	236
Strongly agree	5	37	37%	185
Total		100	100%	433
Score				4.33

Source: Results of Descriptive Analysis Data Processing Variable $X_{2.3}$

Based on table 11 above, it can be seen that from the total number of respondents, namely 100 respondents, 37 people (37%) said they strongly agreed, 59 people (59%) said they agreed, and for neutral answers there were 4 people (4%). Meanwhile, for the categories of disagree and strongly disagree, there were no answers from the respondents. From these results, an average value was obtained, namely 4.33, which shows that the majority of respondents' answers agree with the statement "Wardah cosmetic products have practical and attractive packaging".

Table 12 Statement 4 Product Innovation Variable (X_2)

Criteria	Value Weight	Frequency	Percentage	Score
Strongly Disagree	1	0	0%	0
Don't agree	2	0	0%	0
Neutral	3	10	10%	30
Agree	4	52	52%	208
Strongly agree	5	38	38%	190
Total		100	100%	428
Score				4.28

Source: Results of Descriptive Analysis Data Processing Variable $X_{2.4}$

Based on table 12 above, it can be seen that from the total number of respondents, namely 100 respondents, 38 people (38%) said they strongly agreed, 52 people (52%) said they agreed, and for neutral answers there were 10 people (10%). Meanwhile, for the categories of disagree and strongly disagree, there were no answers from the respondents. From these results, an average value was obtained, namely 4.28, which shows that the majority of respondents' answers agree with the statement "Wardah cosmetic products offer products that have unique characteristics".

Table 13 Descriptive Product Innovation Variables

No	Statement	Average
1	Wardah is a cosmetic and facial treatment that is able to maintain my facial skin	4.09
2	Wardah cosmetic products offer complete and varied products	4.45
3	Wardah cosmetic products have practical and attractive packaging	4.33

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No	Statement	Average
4	Wardah cosmetic products offer products that have unique characteristics	4.28
Total Score Mean		17.15
Mean Product Innovation Score (X₂)		4,287

Source: Data Processing Results of Descriptive Analysis of Variable X₂

Based on table 13 above, from the results of distributing questionnaires to 100 respondents who have been analyzed, the total average for the Product Innovation variable (X₂) as a whole is 4.287. From these results, it can be seen that the average respondent agrees that Wardah cosmetic products are able to innovate their products. The highest average value is found in the second statement, namely "Wardah cosmetic products offer complete and varied products" with a value of 4.45. With this, it can be concluded that in general, students at the National University of Jakarta believe and agree with the innovations made by Wardah in their products, so they use these products.

Descriptive Variable Brand Trust (X₃)

Table 14 Statement 1 Brand Trust Variable (X₃)

Criteria	Value Weight	Frequency	Percentage	Score
Strongly Disagree	1	0	0%	0
Don't agree	2	0	0%	0
Neutral	3	14	14%	42
Agree	4	53	53%	212
Strongly agree	5	33	33%	165
Total		100	100%	419
	Score			4.19

Source: Data Processing Results of Descriptive Analysis of Variable X3.1

Based on table 14 above, it can be seen that from the total number of respondents, namely 100 respondents, 33 people (33%) said they strongly agreed, 53 people (53%) said they agreed, and for neutral answers there were 14 people (14%). Meanwhile, for the categories of disagree and strongly disagree, there were no answers from the respondents. From these results, an average value was obtained, namely 4.19, which shows that the majority of respondents' answers agree with the statement "I feel confident in the Wardah cosmetics brand".

Table 15 Statement 2 Brand Trust Variable (X₃)

Criteria	Value Weight	Frequency	Percentage	Score
Strongly Disagree	1	0	0%	0
Don't agree	2	0	0%	0
Neutral	3	7	7%	21
Agree	4	60	60%	240
Strongly agree	5	33	33%	165
Total		100	100%	426
	Score			4.26

Source: Results of Descriptive Analysis Data Processing Variable X3.2

Based on table 15 above, it can be seen that from the total number of respondents, namely 100 respondents, 33 people (33%) said they strongly agreed, 60 people (60%) said they agreed, and for neutral answers there were 7 people (7%). Meanwhile, for the categories of disagree and strongly disagree, there were no answers from the respondents. From these results, an average value was obtained, namely 4.26, which shows that the majority of respondents' answers agree with the statement "I believe that the Wardah cosmetics brand always innovates in its products".

Table 16 Statement 3 Brand Trust Variables (X₃)

Criteria	Value Weight	Frequency	Percentage	Score
Strongly Disagree	1	0	0%	0
Don't agree	2	0	0%	0
Neutral	3	9	9%	27
Agree	4	54	54%	216
Strongly agree	5	37	37%	185
Total		100	100%	428
	Score			4.28

Source: Data Processing Results of Descriptive Analysis of Variable X3.3

Based on table 16 above, it can be seen that from the total number of respondents, namely 100 respondents, 37 people (37%) said they strongly agreed, 54 people (54%) said they agreed, and for neutral answers there were 9 people (9%). Meanwhile, for the categories of disagree and strongly disagree, there were no answers from the respondents. From these results, an average value was obtained, namely 4.28, which shows that the majority of respondents' answers agree with the statement "I believe that the Wardah cosmetic brand has a good relationship with consumers".

Table 17 Statement 4 Brand Trust Variables (X_3)

Criteria	Value Weight	Frequency	Percentage	Score
Strongly Disagree	1	0	0%	0
Don't agree	2	0	0%	0
Neutral	3	3	3%	9
Agree	4	48	48%	192
Strongly agree	5	49	49%	245
Total		100	100%	446
Score				4.46

Source: Results of Descriptive Analysis Data Processing Variable X3.4

Based on table 17 above, it can be seen that from the total number of respondents, namely 100 respondents, 49 people (49%) said they strongly agreed, 48 people (48%) said they agreed, and for neutral answers there were 3 people (3%). Meanwhile, for the categories of disagree and strongly disagree, there were no answers from the respondents. From these results, an average value was obtained, namely 4.46, which shows that the majority of respondents' answers agree with the statement "I believe that Wardah cosmetics are guaranteed to be halal and have good quality".

Table 18 Statement 5 Brand Trust Variables (X_3)

Criteria	Value Weight	Frequency	Percentage	Score
Strongly Disagree	1	0	0%	0
Don't agree	2	0	0%	0
Neutral	3	10	10%	30
Agree	4	58	58%	232
Strongly agree	5	32	32%	160
Total		100	100%	422
Score				4.22

Source: Data Processing Results of Descriptive Analysis of Variable X3.5

Based on table 4.18 above, it can be seen that from the total number of respondents, namely 100 respondents, 32 people (32%) said they strongly agreed, 58 people (58%) said they agreed, and for neutral answers there were 10 people (10%). Meanwhile, for the categories of disagree and strongly disagree, there were no answers from the respondents. From these results, an average value was obtained, namely 4.22, which shows that the majority of respondents' answers agree with the statement "I believe that Wardah cosmetics are able to provide a sense of satisfaction to its users."

Table 19 Statement 6 Brand Trust Variables (X_3)

Criteria	Value Weight	Frequency	Percentage	Score
Strongly Disagree	1	0	0%	0
Don't agree	2	0	0%	0
Neutral	3	21	21%	63
Agree	4	59	59%	236
Strongly agree	5	20	20%	100
Total		100	100%	399
Score				3.99

Source: Results of Descriptive Analysis Data Processing Variable X3.6

Based on table 19 above, it can be seen that from the total number of respondents, namely 100 respondents, 20 people (20%) said they strongly agreed, 59 people (59%) said they agreed, and for neutral answers there were 21 people (21%). Meanwhile, for the categories of disagree and strongly disagree, there were no answers from the respondents. From these results, an average value was obtained, namely 3.99, which shows that the majority of respondents' answers agree with the statement

"I believe the Wardah cosmetics brand has capabilities in beauty and facial care compared to other brands".

Table 20 Descriptive Brand Trust Variables

No	Statement	Average
1	I feel confident in the Wardah cosmetics brand	4.19
2	I believe that the Wardah cosmetics brand always innovates in its products	4.26
3	I believe that the Wardah cosmetics brand has a good relationship with consumers	4.28
4	I believe that the Wardah cosmetics brand is guaranteed halal and has good quality	4.26
5	I believe that the Wardah cosmetics brand is able to provide a sense of satisfaction to its users	4.22
6	I believe the Wardah cosmetics brand has capabilities in beauty and facial care compared to other brands	3.99
Total Score Mean		25.2
Mean Brand Trust Score (X₃)		4.2

Source: Data Processing Results of Descriptive Analysis of Variable X₃

Based on table 20 above, from the results of distributing questionnaires to 100 respondents who have been analyzed, the total average for the Brand Trust (X₃) variable as a whole is 4.2. From these results it can be seen that the average respondent agrees with the trustworthiness of Wardah cosmetic products. The highest average value is in the third statement, namely "I believe that the Wardah cosmetics brand has a good relationship with consumers" with a value of 4.28. With this, it can be concluded that in general, students at the National University of Jakarta believe and agree with the trust in Wardah products so they use these products.

Descriptive Variable Competitiveness (Y)

Table 21 Statement 1 Competitiveness Variable (Y)

Criteria	Value Weight	Frequency	Percentage	Score
Strongly Disagree	1	0	0%	0
Don't agree	2	0	0%	0
Neutral	3	14	14%	42
Agree	4	48	48%	192
Strongly agree	5	38	38%	190
Total		100	100%	424
Score				4.24

Source: Data Processing Results of Descriptive Analysis Variable Y.1

Based on table 21 above, it can be seen that from the total number of respondents, namely 100 respondents, 38 people (38%) said they strongly agreed, 48 people (48%) said they agreed, and for neutral answers there were 14 people (14%). Meanwhile, for the categories of disagree and strongly disagree, there were no answers from the respondents. From these results, an average value was obtained, namely 4.24, which shows that the majority of respondents' answers agree with the statement "The products offered by Wardah cosmetics are very varied and suit needs compared to other brands."

Table 22 Statement 2 Competitiveness Variable (Y)

Criteria	Value Weight	Frequency	Percentage	Score
Strongly Disagree	1	0	0%	0
Don't agree	2	0	0%	0
Neutral	3	16	16%	48
Agree	4	56	56%	224
Strongly agree	5	28	28%	140
Total		100	100%	412
Score				4.12

Source: Data Processing Results of Descriptive Analysis Variable Y.2

Based on table 22 above, it can be seen that from the total number of respondents, namely 100 respondents, 28 people (28%) said they strongly agreed, 56 people (56%) said they agreed, and for neutral answers there were 16 people (16%). Meanwhile, for the categories of disagree and strongly disagree, there were no answers from the respondents. From these results, an average value was

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obtained, namely 4.12, which shows that the majority of respondents' answers agree with the statement "Wardah cosmetic products have good quality and are guaranteed to be safe compared to other brands."

Table 23 Statement 3 Variable Competitiveness (Y)

Criteria	Value Weight	Frequency	Percentage	Score
Strongly Disagree	1	0	0%	0
Don't agree	2	0	0%	0
Neutral	3	15	15%	45
Agree	4	55	55%	220
Strongly agree	5	30	30%	150
Total		100	100%	415
		Score		4.15

Source: Results of Descriptive Analysis Data Processing Variable Y.3

Based on table 23 above, it can be seen that from the total number of respondents, namely 100 respondents, 30 people (30%) said they strongly agreed, 55 people (55%) said they agreed, and for neutral answers there were 15 people (15%). Meanwhile, for the categories of disagree and strongly disagree, there were no answers from the respondents. From these results, an average value was obtained, namely 4.15, which shows that the majority of respondents' answers agree with the statement "Wardah cosmetic products have affordable prices with appropriate quality compared to other brands".

Table 24 Statement 4 Competitiveness Variable (Y)

Criteria	Value Weight	Frequency	Percentage	Score
Strongly Disagree	1	0	0%	0
Don't agree	2	0	0%	0
Neutral	3	13	13%	39
Agree	4	52	52%	208
Strongly agree	5	34	34%	170
Total		100	100%	417
		Score		4.17

Source: Results of Descriptive Analysis Data Processing Variable Y.4

Based on table 24 above, it can be seen that from the total number of respondents, namely 100 respondents, 34 people (34%) said they strongly agreed, 52 people (52%) said they agreed, and for neutral answers there were 13 people (13%). Meanwhile, for the categories of disagree and strongly disagree, there were no answers from the respondents. From these results, an average value was obtained, namely 4.17, which shows that the majority of respondents' answers agree with the statement "Wardah cosmetic products offer products that have unique characteristics compared to other brands".

Table 25 Descriptive Competitiveness Variables

No	Statement	Average
1	The products offered by Wardah cosmetics are very varied and more suited to needs than other brands	4.24
2	Wardah cosmetic products have good quality and are guaranteed to be safe compared to other brands	4.12
3	Wardah cosmetic products have affordable prices with appropriate quality compared to other brands	4.15
4	Wardah cosmetic products offer products that have unique characteristics compared to other brands	4.17
	Total Score Mean	16.68
	Mean Competitiveness Score (Y)	4.17

Source: Data Processing Results of Descriptive Analysis of Variable Y

Based on table 25 above, from the results of distributing questionnaires to 100 respondents who have been analyzed, the total average for the Competitiveness (Y) variable as a whole is 4.17. From these results, it can be seen that on average respondents agree that Wardah cosmetic products are competitive with other cosmetic brands. The highest average value is found in the first statement, namely "The products offered by Wardah cosmetics are very varied and suit your needs compared to other brands" with a value of 4.24. With this, it can be concluded that in general, National University of Jakarta students believe and agree that Wardah cosmetic products are able to compete with other cosmetic brands.

Research result

Test Research Instruments

Validity test

The validity test is used to find out whether each item contained in the instrument is valid or not. A valid instrument shows that the instrument is capable of being used to measure what it is supposed to measure and can be said to be accurate. To be able to find out whether a questionnaire is valid or not, it is necessary to test the correlation between the item scores in each statement and the total questionnaire score. In this research, 100 respondents were used, with the statements contained in the questionnaire totaling 18 statements. The r table value is 0.195 with the decision of each statement: If the calculated r value $>$ r table value is 100 with $\alpha = 5\%$ is (0.195) then the statement is declared valid.

Table 26 Validity Test Results

Variable	Question	r Count	r Table	Information
Brand Image (X₁)	P1	0.809	0.195	Valid
	P2	0.825	0.195	Valid
	P3	0.830	0.195	Valid
	P4	0.802	0.195	Valid
Product Innovation (X₂)	P1	0.738	0.195	Valid
	P2	0.661	0.195	Valid
	P3	0.766	0.195	Valid
	P4	0.797	0.195	Valid
Brand Trust (X₃)	P1	0.753	0.195	Valid
	P2	0.721	0.195	Valid
	P3	0.680	0.195	Valid
	P4	0.623	0.195	Valid
Competitiveness (Y)	P5	0.743	0.195	Valid
	P6	0.714	0.195	Valid
	P1	0.671	0.195	Valid
	P2	0.759	0.195	Valid
	P3	0.692	0.195	Valid
	P4	0.735	0.195	Valid

Source: Primary Data Processed by SPSS 25

Table 26 shows the results of the comparison between the calculated r and the r table for each statement item in the variables (X_1), product innovation (X_2), brand trust (X_3) and competitiveness (Y). These results show the correlation coefficient for each statement item which produces a calculated r value $>$ r table. So it can be seen that the validity test that has been carried out on all statement items is declared valid. In this way, each statement instrument contained in the questionnaire can truly measure the variables to be studied.

Reliability Test

The reliability test is carried out to ensure whether the questionnaire used in the research to collect research variable data is reliable or not, because this is a criterion that must be met. Sugiyono (2013:110) says that reliability is the extent to which measurement results using the same object will produce the same data. In reliability testing, the Cronbach's Alpha technique is used, where a variable is declared reliable if it has a Cronbach's Alpha $>$ 0.60.

Table 27 Reliability Test Results

Variable	Cronbach's Alpha	Information
Brand Image (X_1)	0.828	Reliable
Product Innovation (X_2)	0.718	Reliable
Brand Trust (X_3)	0.799	Reliable
Competitiveness (Y)	0.680	Reliable

Source: Primary Data Processed by SPSS 25

In table 27, the reliability test shows that the Cronbach's Alpha value of all statement items from the four variables that have been studied is declared reliable, because it has a Cronbach's Alpha value of $>$ 0.60. Thus the answers that have been collected from respondents in the form of a questionnaire can be trusted or reliable.

Classic assumption test

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Normality test

A normality test is carried out with the aim of finding out whether the data taken comes from a normally distributed population or not. The normality test was carried out using the Kolmogorov Smirnov method, by comparing significance. If the significance is greater than 0.05, it can be concluded that the data studied is normally distributed.

Table 28 Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		Mean	100
Normal Parameters ^{a, b}		Std. Deviation	,0000000
		Absolute	1.49364638
		Positive	,069
		Negative	,046
Statistical Tests			-,069
Asymp. Sig. (2-tailed)			,200 ^{c, d}

a. Test distribution is normal

b. Calculated from data

Source: Primary Data Processed by SPSS 25

Based on table 28 of the normality test results, you can see a significant value in the Asymp section. Sig. (2-tailed) which is 0.200, which means that $0.200 > 0.05$. So from these results it can be said that all variables in this study are normally distributed.

Multicollinearity Test

The multicollinearity test was carried out with the aim of testing whether in the regression model a correlation was found on the independent variables. The multicollinearity test is carried out by looking at the tolerance value or Variance Inflation Factors (VIF). If $VIF > 10$ then there are symptoms of high multicollinearity but if $VIF < 10$ then there are no symptoms of multicollinearity.

Table 29 Multicollinearity Test Results Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 Brand Image	,623	1,605
Product Innovation	,412	2,427
Brand Trust	,551	1,815

Source: Processed Primary Data, SPSS 25

From table 29, it can be seen that the Variance Inflation Factors (VIF) values for the three variables show values < 10 while the tolerance values are > 0.10 . Thus, it can be said that there is no multicollinearity or no correlation found in the independent variables.

Heteroscedasticity Test

The heteroscedasticity test is carried out with the aim of testing whether in the regression model there is inequality in the residual variance from one observation to another. The test to detect symptoms of heteroscedasticity uses the Gletjer test. The Gletjer test is carried out by regressing the residuals with independent variables, where a variable is said to not experience heteroscedasticity if the significant value is greater than 0.05.

Table 30 Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	Q	Sig.
(Constant)	,832	1,030		,807	,422
1 Brand Image	,020	0.060	-,043	-,332	,740
Product Innovation	,038	0.074	,081	,512	,610
Brand Trust	,003	0.046	,009	,067	,947

Source: Processed Primary Data, SPSS 25

Based on table 30, it can be seen that the three variable values are significant or greater than 0.05. So it can be stated that there are no symptoms of heteroscedasticity.

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Autocorrelation Test

The Autocorrelation Test aims to test whether in a regression model there is a correlation between confounding errors in period t and confounding errors in period $t-1$ (previously). A regression model is said to be good if there is no autocorrelation. To test autocorrelation in this study, the Durbin-Watson Test was used. The following are the results of the autocorrelation test:

Table 31 Durbin Watson Autocorrelation Test Results Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error off the Estimate	Durbin Watson
1	,628 ^a	,395	,376	1,517	2,055

a. Predictors: (Constant), Brand Trust, Brand Image, Product Innovation

b. Dependent Variable: Competitiveness

Source: Processed Primary Data, SPSS 25

Based on table 31 above, the Durbin Watson value is 2.005. Where is the value for k (the number of independent variables is 3) and the value for n is 96. Here is the calculation:

$$n = 100$$

$$d = 2,055$$

$$\text{etc} = 1.6131$$

$$d_u = 1.7364$$

$$4 - d_l = 4 - 1.6131 = 2.386$$

$$4 - d_u = 4 - 1.7364 = 2.263$$

If entered into the criteria, the result is $d_u < d < 4 - d_u = 1.7364$

$< 2.055 < 2.2636$. So that From these results it can be concluded that this model does not experience autocorrelation and is declared good.

Multiple Linear Regression Test

Multiple linear regression analysis is carried out with the aim of forecasting the influence of the independent variable on the dependent variable. In this research the dependent variable (competitiveness) is influenced by three independent variables, namely brand image (X_1), product innovation (X_2) and brand trust (X_3). So to test the problems of these variables, the analytical tool used is multiple linear regression which can be seen in the following table:

Table 32 Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	Q Sig
1	(Constant)	4,624	1,764		2,622,010
	Brand Image	,003	,103	,003	,032 ,975
	Innovation	,059	,127	,057	,460 ,646
	Product Brand Trust	,434	,079	,587	5,493,000

a. Dependent Variable: Competitiveness

Source: Processed Primary Data, SPSS 25

Based on the table of multiple linear regression test results above, the following multiple regression equation is obtained:

$$Y = 0.003X_1 + 0.057X_2 + 0.587X_3$$

Based on the equation above, it can be described as follows:

1. Brand Image X_1 regression coefficient (b_1) = 0.003. So the regression coefficient contained in the brand image variable is 0.003, meaning that if product innovation and brand trust are assumed to be constant, then every 1 point increase in brand image will affect an increase in competitiveness of 0.003.
2. Regression coefficient Product Innovation X_2 (b_2) = 0.057. So the regression coefficient contained in the product innovation variable is 0.057, which means that if the brand image and brand trust variables are assumed to be constant, then every 1 point increase in product innovation will affect an increase in competitiveness of 0.057.
3. Regression coefficient Brand Trust X_3 (b_3) = 0.587. So the regression coefficient contained in the brand trust variable is 0.587, meaning that if the brand image and product innovation variables are assumed to be constant, then every 1 point increase in brand trust will affect an increase in

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competitiveness of 0.587.

Model Feasibility Test

Simultaneous Significant Test (F Test)

The model feasibility test in this research was carried out with the aim of finding out whether the independent variables together had a significant effect on the dependent variable. The F test is carried out by looking at significant results in the ANOVA output, which is used to estimate whether the model is feasible or not in explaining the influence of the independent variables Brand Image (X_1), Product Innovation (X_2) and Brand Trust (X_3) on the dependent variable Competitiveness (Y) using a significance level of 0.05 is as follows:

Table 33 Simultaneous Significant Test Results (F Test)
ANOVA^a

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	144,133	3	48,044	20,883	,000 ^b
	Residual	220,867	96	2,301		
	Total	365,000	99			

a. Dependent Variable: Competitiveness

Predictors: (Constant), Brand Trust, Brand Image, Product Innovation Source: Processed Primary Data, SPSS 25. Based on the output in table 33, it can be seen that the resulting Sig value is 0.000, where the result is smaller than the alpha probability limit or level The allowable error limit is 0.05. This means that the Sig value is said to be significant because it is below the specified alpha value limit ($0.000 < 0.05$). So the hypothesis in the feasibility test of the f test model is accepted based on the resulting significance value being less than 0.05. So it can be said that in this research the model is said to be suitable for use because it is able to explain the variations in changes in the independent variable (Y).

Coefficient of Determination Test (R^2)

The coefficient of determination test aims to find out how strong the relationship is and the influence of the variables. The following is a table of results from the coefficient of determination test:

Table 34 Model Determination Coefficient Test Results Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the estimate
1	,628 ^a	,395	,376	1.51681

a. Predictors: (Constant), Brand Trust, Brand Image, Product Innovation
Source: Processed Primary Data, SPSS 25

From table 34 of the coefficient of determination test above, it can be seen that the coefficient of determination (R^2) is 0.628. So the relationship between the independent variable and the dependent variable is 62.8%, meaning that 62.8% of the variation in competitiveness is influenced by brand image, product innovation and brand trust. Meanwhile, the Adjusted R Square result is 0.376, so the independent variable has the ability to explain variations in changes in the dependent variable of 37.6% and the remaining 62.4% ($100-37.6$) is influenced or explained by other factors outside the regression. which is analyzed.

Hypothesis test

Partial Test (t Test)

A partial significant test (t test) is carried out to determine whether the independent variable has a partial effect on the dependent variable. This influence can be seen from the significance value obtained, by knowing whether Brand Image (X_1), Product Innovation (X_2) and Brand Trust (X_3) have a significant effect on Competitiveness (Y). Testing was carried out using a significance level of 0.05 with test results in the following table:

Table 35 Partial Test Results (T Test)
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	Q Sig
1	(Constant)	4,624	1,764		2,622,010
	Brand Image	,003	,103	,003	,032 ,975
	Innovation	,059	,127	,057	,460 ,646

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig
	B	Std. Error	Beta		
Product					
Brand	,434	,079	,587	5,493,000	
Trust					

a. Dependent Variable: Competitiveness

Source: Processed Primary Data, SPSS 25

Based on table 35 of the results of the T Test research which was tested using SPSS 25, the following results were obtained:

- Hypothesis testing for the Brand Image variable (X_1)
 Hypothesis testing on Brand Image (X_1) on Competitiveness (Y) obtained a significance value of 0.975 where this value is greater than 0.05 ($0.975 > 0.05$). This means that the brand image variable partially has a positive and insignificant effect on power competitiveness. So the first hypothesis (H1) in this study is rejected or there is no significant influence between variable X_1 on variable Y.
- Hypothesis testing for the Product Innovation variable (X_2)
 Testing the hypothesis of Product Innovation (X_2) on Competitiveness (Y) obtained a significance value of 0.460 where this value is greater than 0.05 ($0.460 > 0.05$). This means that the product innovation variable has a positive and insignificant effect on competitiveness. So the second hypothesis (H2) in this study is rejected or there is no significant influence between variable X_2 and variable Y.
- Hypothesis testing for the Brand Trust variable (X_3)
 Testing the Brand Trust (X_3) hypothesis on Competitiveness (Y) obtained a significance value of 0.000, where this value is smaller than 0.05 ($0.000 < 0.05$). This means that the brand trust variable has a positive and significant effect on competitiveness. So the third hypothesis (H3) in this study is accepted or there is an influence of variable X_3 on variable Y.

Discussion

The Influence of Brand Image on Competitiveness

Based on the results of processing and testing in this research analysis, a significant value of 0.975 was obtained, which means the value is greater than alpha 0.05, which means that the Brand Image variable has a positive and insignificant effect on Competitiveness. This means that increasing competitiveness is not influenced by brand image. This is shown by obtaining the lowest mean value of 4.37, namely "Wardah cosmetic products provide a guarantee of a sense of security to users when using the product". Brand images will be more trusted and viewed favorably when they are able to make consumers feel safe when using the product. A sense of security will arise if the quality of the product and the materials used are guaranteed. The results of this research also confirm the results of previous research conducted by Omega Wulan Wilar, Frederik G. Worang & Djurwati Soepeno (2017) where in this research it was stated that brand image does not significantly influence competitive advantage.

The Influence of Product Innovation on Competitiveness

Based on the results of processing and testing in this research analysis, the results showed that the significant value was 0.646, which means the value is greater than alpha 0.05, meaning that the Product Innovation variable has a positive and insignificant effect on Competitiveness. With the lowest mean score of 4.09, it is found in the statement item "Wardah is a cosmetic and facial treatment that is able to maintain my facial skin". From this statement, perhaps it can be said that there are still many users of Wardah products who still do not feel satisfied when using these products, so there is still a need to improve innovation in these products.

In this research, it is reinforced by the theory of Septiana and Aris (2016: 66-67) that innovation is a transformation that is carried out continuously into various ideas to be able to create a new product, or process for the benefit of the company and stakeholders related to communication factors between the company and the environment. According to Prajogo and Sohal (2003:85) product innovation is able to create various designs and product variants in order to be able to add and increasing the value benefits of the product so that it is in line with what consumers expect. So that product innovation is able to maintain the company's survival.

The Influence of Brand Trust on Competitiveness

Based on the results of processing and testing in this research analysis, a significant value of 0.000 was obtained, which means the value is smaller than alpha 0.05, meaning that the Brand Trust variable has a positive and significant effect on Competitiveness. This means that increasing competitiveness is influenced by brand trust. This is proven by obtaining the highest mean value of 4.28, namely that the Wardah cosmetics brand has a good relationship with consumers." This is in accordance with one of the indicators contained in brand trust, namely relationship, where an item is required to have a good relationship in order to be trusted more. In the long term, trust in a brand or brand image is important in developing a product to compete. Increasingly tight competition among products and growing customer expectations are encouraging companies to focus more on efforts to retain existing consumers, one of which is by maintaining consumer trust in the brand.

4. CONCLUSION

Based on the research and discussion explained in the previous chapter and accompanied by theories that support this research, it can be concluded that: Brand image does not have a significant effect on the competitiveness of Wardah cosmetic products among students at the National University of Jakarta. Brand image is proven to have no significant effect on competitiveness as shown in the analysis results in the multiple linear regression Coefficients table of 0.003 with a significance value of 0.975. Product innovation does not have a significant effect on the competitiveness of Wardah cosmetic products among students at the National University of Jakarta. Product innovation is proven to have no significant effect on competitiveness as shown in the analysis results in the multiple linear regression Coefficients table of 0.059 with a significance value of 0.646. Brand trust has a positive and significant effect on the competitiveness of Wardah cosmetic products among students at the National University of Jakarta. Brand trust is proven to have a positive and significant effect on competitiveness as shown in the analysis results contained in the multiple linear regression Coefficients table of 0.434 with a significance value of 0.000.

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