

CHAPTER V

CONCLUSIONS

This chapter contains conclusions and suggestions obtained from the results of research that has been done.

5.1 Conclusions

The conclusion in this research is the market orientation has a significant effect on competitive advantage on the SMEs of Pastry in Padang with a t-statistic value of 2.572. The highest value of the indicators that influence the market orientation variable is the company's efforts in finding the latest information about industrial market conditions (X5) with a value of 7.395. Then followed by the company having a specific strategy against competitors (X4) with a value of 6.303, and the company understands the strengths and weaknesses of competitors (X3) with a value of 6.254. The most influential aspects of market orientation variables are market information and competitor orientation. While the highest value of the indicators that affect competitive advantage is the portion (Y14) with a value of 4.378, then followed by color (Y13) with a value of 3.439, and advertising (Y9) with a value of 2.898. The aspects that have a high influence on competitive advantage are quality and promotion.

5.2 Suggestion

The suggestions in this research can be a reference in the implementation of further research. The suggestions given in this research include.

1. Future research is expected to be carried out on other types of companies, such as furniture companies, local food companies, and so on.
2. Future studies are expected to be able to add other independent variables that are likely to have an influence on competitive advantage in a company, such as innovation, business performance, and so on.