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Analysis of Entrepreneurial Orientation, Market Orientation and Social Media on Competitive Advantage

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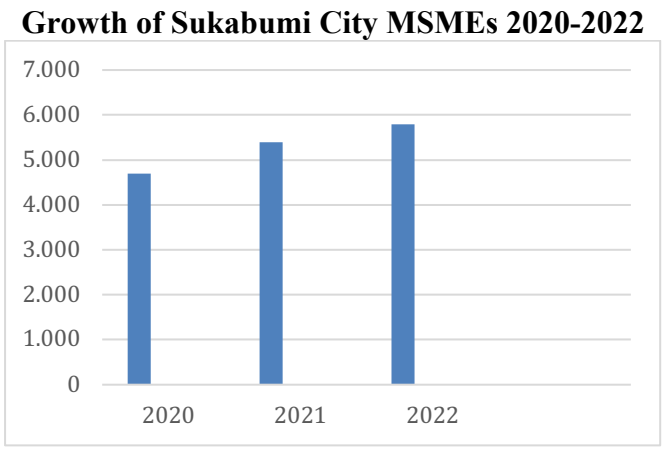
Abstract: The study used Entrepreneurial Orientation variables as variable, Market Orientation as variable, Social Media as variable, and Competitive Advantage as variable Y. This study aims to determine the effect of Entrepreneurial Orientation, Market Orientation and Social Media variables on Competitive Advantage in Chicken Noodle MSME players in Sukabumi City. The method used in this study is an associative descriptive method with a quantitative approach. The sample used in this study consisted of 157 members registered at Diskumidag Sukabumi City in 2023, using probability sampling method with simple random sampling type. This study used IBM SPSS Version 25 software as a data analysis tool. The results showed that all hypotheses were accepted, which means there is a positive and significant influence between Entrepreneurial Orientation on Competitive Advantage with a t value of 2.887 > t table 1.658 and a significance value of 0.005 < 0.05, Market Orientation on Competitive Advantage with a t value of 2.034 > t table 1.658 and a significance of 0.004 < 0.05, and between Social Media on Competitive Advantage with a t value of 2.018 > t table 1.658 and a significance value of 0.046 < 0.05. Thus all variables are in very strong criteria.

Keyword: Entrepreneurial Orientation, Market Orientation, Social Media, Competitive Advantage

INTRODUCTION

The MSME sector in Indonesia is the main driver of the nation's economic growth and one of the sectors that support, contribute, and play an important role in the expansion of the Indonesian economy. According to the 2022-2023 statistics from the Ministry of Cooperatives, MSMEs, and Large Enterprises (UB), MSMEs, which account for 99% of all business units, play a major role in Indonesia's economic growth. MSME employment accounts for 97% of the total national employment, and they also contribute 61% of GDP. MSMEs undoubtedly contribute significantly to the national economy. (Mirat, 2024).

In West Java itself, MSMEs continue to increase every year. According to BPS West Java Province in 2022 there were 667,795. Sukabumi City, one of the cities in West Java Province, has a diverse economy with various sectors that contribute to growth. MSMEs in Sukabumi City always experience an increase every year.



Source: Central Bureau of Statistics

Figure 1 Growth of MSMEs in Sukabumi City 2020-2022

Figure 1 shows that MSMEs in Sukabumi City increased from 2020 to 2022. In 2020 there were 4,964 businesses, and by the end of 2022 it increased to 5,787 businesses. This has led to competition among MSME players, therefore business actors are required to be able to innovate the products sold to be able to balance competition among MSME players in Sukabumi City.

This competitive advantage is at the heart of marketing performance to face competition (Saputra et al., 2022). Competitive Advantage is an important thing for MSMEs, MSMEs must be able to analyze what is the advantage of MSMEs so that they can compete with competitors (Anugerah et al., 2022). Therefore, companies must be able to read the wants and needs of consumers well and improve performance to improve quality products and be different from competitors so that businesses continue to grow and develop (Kusumasari et al., 2022).

The components that support the competitive advantage of fellow MSMEs include entrepreneurial orientation. Entrepreneurial orientation refers to the attitudes and actors of individuals or organizations that encourage innovation, risk-taking, and the creation of new value. According to (Usvita, 2015), a high entrepreneurial orientation allows MSMEs to adapt to market changes and create products that meet consumer needs. Thus, the ability of an MSME to be entrepreneurially oriented plays a major role in success and increasing competitive advantage.

Not only entrepreneurial orientation, market orientation can also support competitive advantage. According to (Muhajirin & Kamaluddin, 2019), market-oriented companies are always efficient and always strive to provide greater value to their customers. Market orientation plays an important role in helping companies to understand and respond to the market so that product and service strategies can be developed that can meet customer needs (Margaretha & Soelaiman, 2022).

Social Media is another factor that affects competitive advantage. Social media has become an important tool for MSMEs to promote products and reach new customers. Social media is one of the driving factors for the increase in digital marketing and is the main communication channel in marketing activities (Syawaliyah et al., 2024). Social media allows direct interaction between businesses and consumers, making it easier for MSMEs to understand market preferences.

Every MSME actor, engaged in products or services, has a goal to keep growing. The changing conditions for business growth are quite high, which can be seen from the increase in businesses with similar products as competitors so that competition can occur in the problem of seizing market land and consumers (Sulaiman et al., 2019).

One of the MSME sectors that has shown significant growth in Sukabumi City is Chicken Noodle MSMEs. Based on data from the Sukabumi City Office of Cooperatives, SMEs, Industry and Trade (DISKUMINDAG), there are around 157 Chicken Noodle MSMEs spread across various sub-districts in Sukabumi City. This number reflects rapid growth, which also shows the increasing public interest in this culinary specialty.

Behind this positive development, there is a big challenge in the form of increasingly fierce competition among Chicken Noodle MSMEs. This is because the number of businesses in the market continues to grow, resulting in fierce competition to attract customers. This competition encourages MSME players to continue to innovate in products and services, but also forces them to be more adaptive to changes in consumer preferences and market dynamics.

Based on the results of interviews with 34 Chicken Noodle MSMEs in Sukabumi City, it was found that there was a phenomenon of unhealthy competitive advantage. This is thought to be due to the uneven selling prices set by MSME players, so that many MSME players have difficulty in attracting new customers or maintaining old customers. In addition, the lack of understanding in setting a competitive selling price strategy can affect the competitiveness of MSMEs in the market. imbalance in selling prices and lack of competitive pricing strategies cause Chicken Noodle MSMEs in Sukabumi City to have difficulty competing with other competitors.

Based on the background description above, the problem formulation in this study is as follows:

1. How is the description of entrepreneurial orientation, market orientation, social media and competitive advantage?
2. How much influence does entrepreneurial orientation have on competitive advantage in chicken noodle MSMEs in Sukabumi City?
3. How much influence does market orientation have on the competitive advantage of chicken noodle MSMEs in Sukabumi City?
4. How much influence does social media have on the competitive advantage of chicken noodle MSMEs in Sukabumi?

METHOD

The research method used in this research is descriptive, associative research method using a quantitative approach. According to Wiratna, (2014) Quantitative research is a type of research that produces findings that can be achieved (obtained) using statistical procedures or other means of quantitative (measurement). Descriptive method is research that directs to share information phenomena and circumstances around in a structured and correct manner. In descriptive research, of course, it is appropriate to direct that it does not have to look for comparisons between one variable and another (Hardani et al., 2020). The associative method is a method that describes the mutually significant relationship between two or more variables. The population in this study were chicken noodle MSME players. While the sample studied amounted to 113 Chicken Noodle MSMEs in Sukabumi City. the sampling technique used in this study used the Slovin formula. The research instruments used in this study were observation, questionnaire interviews, and literature study. The data obtained were processed through the classical assumption test to ensure feasibility before data analysis. The research model is as follows.

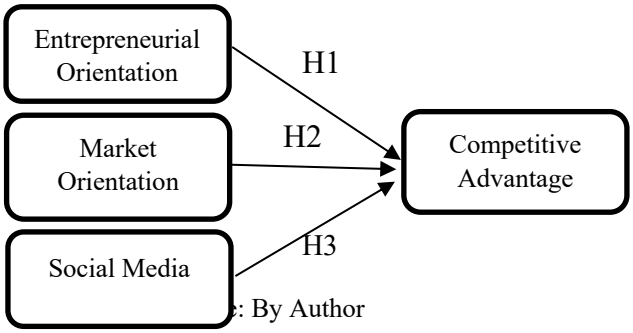


Figure 2: Research Model

RESULTS AND DISCUSSION

Validity Test

According to Sugiyono, (2022) Validity Test is the degree of fixity between the data that actually occurs on the object and the data collected by the researcher. Instrument testing is carried out to obtain directed results with the criteria if if r_hitung> r_tabel then the instrument is said to be valid while r_hitung < r_tabel then the instrument is said to be invalid. The following are the results of the test:

Table 1. Validity Test

Variables	Item No.	r Count	r Crisis	Description
Entrepreneurial Orientation (X1)	X1.1	0.680	0.3	Valid
	X1.2	0.752	0.3	Valid
	X1.3	0.797	0.3	Valid
	X1.4	0.724	0.3	Valid
	X1.5	0.725	0.3	Valid
	X1.6	0.746	0.3	Valid
	X1.7	0.736	0.3	Valid
	X1.8	0.755	0.3	Valid
	X1.9	0.766	0.3	Valid
Market Orientation (X2)	X2.1	0.769	0.3	Valid
	X2.2	0.726	0.3	Valid
	X2.3	0.716	0.3	Valid
	X2.4	0.747	0.3	Valid
	X2.5	0.728	0.3	Valid
	X2.6	0.756	0.3	Valid
	X2.7	0.775	0.3	Valid
	X2.8	0.708	0.3	Valid
	X2.9	0.787	0.3	Valid
Social Media (X3)	X3.1	0.725	0.3	Valid
	X3.2	0.765	0.3	Valid
	X3.3	0.743	0.3	Valid
	X3.4	0.775	0.3	Valid
	X3.5	0.710	0.3	Valid
	X3.6	0.760	0.3	Valid
	X3.7	0.745	0.3	Valid
	X3.8	0.759	0.3	Valid
	X3.9	0.709	0.3	Valid
Competitive Advantage (Y)	Y1	0.709	0.3	Valid
	Y2	0.765	0.3	Valid
	Y3	0.759	0.3	Valid
	Y4	0.730	0.3	Valid
	Y5	0.699	0.3	Valid
	Y6	0.722	0.3	Valid
	Y7	0.749	0.3	Valid

	Y8	0.717	0.3	Valid
	Y9	0.764	0.3	Valid

Source: SPSS Data Processing Results, 2025

It can be seen from table 1 that the overall R value is higher than the critical R, meaning that all questions are declared valid and valid for use as data collection tools.

Reliability Test

According to Sugiyono (2018) a reliable instrument if used several times to measure the same object, will produce the same data. According to Dahruji, (2017) the criteria for an instrument in a study are said to be reliable if the reliability coefficient (r11)> 0.6. The following are the test results:

Table 2. Reliability Tes

No	Statement	R Count	R Crisis	Description
1	Entrepreneurial Orientation	0.897	0.6	Reliabel
2	Market Orientation	0.898	0.6	Reliabel
3	Social Media	0.898	0.6	Reliabel
4	Competitive Advantage	0.893	0.6	Reliabel

Source: SPSS Data Processing Results, 2025

It can be seen from table 2 that the calculated R value is higher than the critical R, meaning that all questions are declared reliable and valid for use as data collection tools.

Classical Assumption Test

Normality Test

According to Sunyonto (2016) the normality test is testing the independent variable data (X) and the dependent variable data (Y) in the resulting regression equation. The calculation of the normality test in this study was calculated using the Kolmogorov Smirnov test, which if the probability value is greater than the 0.05 confidence level, the regression model is declared normal.

Table 3. Normality Test

		Unstandardized Residual
N		113
Normal Parameters a,b	Mean	,6568459
	Stb. Deviation	1,09410636
Most Extreme Differences	Absolute	.069
	Positive	.069
	Negative	-.048
Test Statistic		.069
Asymp. Sig. (2-tailed)		.200[c.d]

Source: SPSS Data Processing Results, 2025

The results of table 3 show that testing the normality of Entrepreneurial Orientation, Market Orientation, and Social Media towards Competitive Advantage, obtained a probability value of 0.200 so that it can be declared normal because it exceeds the confidence value of 0.05.

Multicollinearity Test

According to (Ghozali, 2021: 157) The multicollinearity test is intended to see whether or not there is a correlation between the independent variables of multiple linear regression. If the Variance Inflation Factor (VIF) value is not> 10 and the Tolerance value is not less than 0.1, then the model can be said to be free from multicollinearity and the VIF value = 1 / Tolerance, if VIF = 10 then Tolerance _1 / 10 = 0.1,. the higher the VIF, the lower the Tolerance or VIF value, 10.00 then there is no multicollinearity.

Table 4. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.518	2.643		2.466	.015		
	Entrepreneurial Orientation (X1)	.309	.097	.312	3.188	.002	.414	2.416
	Market Orientation (X2)	.274	.094	.279	2.917	.004	.433	2.308
	Social Media(X3)	.247	.094	.251	2.639	.010	.439	2.275
a. Dependent Variabel: Competitive Advantage (Y)								

Source: SPSS Data Processing Results, 2025

on table 4 testing through the Variance Inflation Factor (VIF) in the SPSS output research results coefficients table, each independent variable, namely Entrepreneurial Orientation, Market Orientation and Social Media, has a VIF of no more than 10.00 and a Tolerance value of no less than 0.1. then it can be stated that the multiple linear regression model of the independent variable on the dependent is free from statistical classical assumptions and can be used in research.

Autocorrelation Test

According to (Purnomo, 2016) autocorrelation is a correlation between members of observations arranged according to time or place. In this test, the final result can be said to not occur autocorrelation if it meets the following test criteria:

a. If Dw < Dl or Dw > 4 - Dl, then H0 is rejected, meaning there is autocorrelation
b. If Du < Dw < 4 - Du then H0 is accepted, meaning there is no autocorrelation
c. If Dl < Dw < Du or 4 - Du < Dw < 4 - Dl, then there is no conclusion.

Table 5. Autocorrelation Test

Model	R	R Square	Adjusted R Square	Std. Error of theEstimate	Durbin-Watson
1	,753[a]	,567	,555	4,555	1,850

Source: SPSS Data Processing Results, 2025

Ased on table 5 shows that the autocorrelation test with Durbin Watson produces a number of 1.850, while the value of Dua, is sought in the durbin-watson table listed in the attachment based on the number of independent variables (k = 3) and the total number of samples (n = 113), the value of Du = 1.7480, and the result of 4 - Du (2.252). The results of the

autocorrelation test show that the value of Du < Dw < 4- Du (1.7480 < 1.850 < 2.252). So it can be concluded that there is no autocorrelation in this stu dy.

Heteroscedasticity Test

A good regression equation is if there is no heteroscedasticity. The basis for decision making is:

1. No heteroscedasticity occurs, if the calculated value is smaller than the table and the significance value is more than 0.05.
2. Heteroscedasticity occurs, if the count is greater than the table and the significance value is less than 0.05.

Table 6. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,454	2,215		2,462	,015
	Entrepreneurial Orientation (X1)	-010	,081	-,017	-.117	.907
	Market Orientation (X2)	.078	,079	,142	,986	,326
	Social Media (X3)	,005	,078	,009	,060	,952

a. Dependent Variable: RES2

Source: SPSS Data Processing Results, 2025

Based on table 6 the results of the test above explain that the results of the Heteroscedasticity Test in this study, the Entrepreneurial Orientation variable obtained significant results with a value of 0.907, next compared, 0.907> 0.05 so that H0 is accepted. Furthermore, the Market Orientation variable with a significant value of 0.326, next compared, 0.326> 0.05, so H0 can be said to be accepted. And the social media variable with a significant value of 0.952, next compared, 0.952> 0.05, so H0 can be said to be accepted. It can be concluded that the multiple linear regression of the independent variable on the dependent is free from the classic assumption of heteroscedasticity and is suitable for use in research.

Multiple Correlation Coefficient Test

Multiple correlations are numbers that show the direction and strength of the relationship between two or more independent variables together or more with one dependent variable (Sugiyono, 2019). The following are the results of data management with multiple correlation coefficient analysis techniques using the help of IBM SPSS 25.

Table 7. Multiple Correlation Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.753[a]	.567	.555	4,555	,567	16.275	3	109	.000

a. Predictors: (Constant), Entrepreneurial Orientation, Market Orientation, Social Media

Source: SPSS Data Processing Results, 2025

ased on table 7, it can be seen that the value of the linear relationship between the Entrepreneurial Orientation, Market Orientation and Social Media variables on Competitive

Advantage is 0.753. The calculation results that can be obtained can then be given an intervention on the strength of the relationship using guidelines such as the following table:

Table 8. Interpretation of the Correlation Coefficient Value

Coefficient Interval	Relationship Level
0.00-0.199	Very Low
0.20-0.399	Low
0.40-0.599	Medium
0.60-0.799	Strong
0.80-1000	Very Strong

Source: (Sugiyono, 2017)

From table 8 above, it can be obtained when consulted with the interpretation table, namely the double correlation coefficient r which is at a value of 0.753 with a coefficient interval position, which is at 0.60-0.799. Based on this, it can be concluded that the relationship between each independent variable and the dependent correlation relationship is strong so it is appropriate to continue the research.

Determination Coefficient Test

The coefficient of determination is expressed in percentage format. The criteria for analyzing the coefficient of determination are as follows:

1. If Kd is close to zero (0), then the effect of the independent variable on the dependent variable is weak.
2. If Kd approaches one (1), then the influence of the independent variable on the dependent variable is strong.

Table 9. Coefficient of Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,753[a]	,567	,555	4,555

a. Predictors: (Constant), Entrepreneurial Orientation, Market Orientation, Social Media

Source: SPSS Data Processing Results, 2025

Based on table 9, it can be seen that the coefficient of determination or R Square is 0.567. The R Square value is obtained from multiplying the R value, namely 0.753 x 0.753 = 0.567009 or equal to 56.7%. Therefore, it can be concluded that the contribution of Entrepreneurial Orientation, Market Orientation, and Social Media to Competitive Advantage is 56.7%, while the remaining 43.3% (100% - 56.7% = 43.3%) is influenced by other variables not examined in this study. Therefore, it can be concluded that kd = 0.567 is close to 0, which means that the effect of Entrepreneurial Orientation, Market Orientation and Social Media on Competitive Advantage is declared weak.

Simultaneous Test (F Test)

The F test is used to show whether the independent variables as a whole or simultaneously have an influence on the dependent variable tested at the 0.05 level (Ghozali, 2018). The criteria and error rate set is 5% significant tester rules, which are as follows:

1. If Fcount> Ftable at α = 5% then Ho is rejected and Ha is accepted (Significant)
2. If Fcount < Ftable at α = 5% then Ho is accepted and Ha is rejected (not significant)

Table 10. Simultaneous Test

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	2960,369	3	986,790	47,556	.000[b]
	Residual	2261,755	109	20,750		
	Total	5222,124	112			

Source: SPSS Data Processing Results, 2025

Based on the calculation data above, the F count of Entrepreneurial Orientation, Market Orientation, Social Media on Competitive Advantage is 47.556. 5% or 0.05 error rate and at dk numerator = k and dk denominator (n-k-1) = (113-3-1) = 109. The calculated F value is compared with the F table value, obtained an F table number of 2.69.

The test results in table 10 between the variables of Entrepreneurial Orientation, Market Orientation, Social Media and Competitive Advantage are 47.556. It was found that the calculated F value was greater than the F table where the calculated F value was 47.556> F table of 2.69 which can be known that the independent variable affects the dependent variable or the influence of the Entrepreneurial Orientation, Market Orientation, and Social Media variables on Competitive Advantage because F count> F table.

Multiple Linear Regression Test

Multiple regression analysis is used by researchers when the researcher intends to predict how the state (ups and downs) of the dependent variable (criterion), if two or more independent variables as predictor factors are manipulated (increased and decreased in value), (Sugiyono, 2019).

Table 11. Multiple Linear Regression

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.975	5,853		2,387	,019
	Entrepreneurial Orientation X1	,265	,092	,257	2,877	.,005
	Market Orientation X2	,224	,110	,181	2,034	.044
	Social Media X3	,170	,084	,182	2,018	,046

a. Dependent Variable: Competitive Advantage

Source: SPSS Data Processing Results, 2025

Based on table 11, it can be seen that the value of the multiple linear regression equation in this study is as follows:

a = 13,975
b1 = 0,265
b2 = 0,224
b3 = 0,170

Therefore, the multiple linear regression equation for the three predictors (Entrepreneurial Orientation, Market Orientation and Social Media) is obtained, namely:

$$Y = 13.975 + 0.265X1 + 0.224X2 + 0.170X3$$

From the multiple linear regression equation above, it can be concluded:

1. The value a of 13.975 is a constant or a state when the Competitive Advantage (Y) variable has not been influenced by other variables, namely the Entrepreneurial Orientation, Market Orientation and Social Media variables. If the independent variable does not exist, the dependent variable or the Competitive Advantage variable does not change in value.

2. The value of b1 (regression coefficient value X1) of 0.265 indicates that the Entrepreneurial Orientation variable has a positive influence on Competitive Advantage, which means that every 1 unit increase in the Entrepreneurial Orientation variable will affect Competitive Advantage by 0.265, assuming other variables remain in this study.
3. The value of b2 (X2 regression coefficient) is 0.224. Indicates that the Market Orientation variable has a positive influence on Competitive Advantage, which means that every 1 unit increase in the Market Orientation variable will affect Competitive Advantage by 0.224, assuming other variables remain in this study.
4. The value of b3 (regression coefficient value X3) is 0.170. Indicates that the Social Media variable has a positive influence on Competitive Advantage, which means that every 1 unit increase in the Social Media variable will affect Competitive Advantage by 0.170, assuming other variables remain in this study.

Partial Test (T Test)

Partial significant test to test the significance of the relationship, namely whether the relationship found applies to the entire population, it is necessary to test its significance (Sugiyono, 2019). The criteria used are as follows

1. If tcount> ttable Ho is rejected and Ha is accepted (Significant)
2. If tcount < ttable then Ho is accepted and Ha is rejected (insignificant)

Table 12. Partial Test T

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.975	5,853		2,387	,019
	Entrepreneurial Orientation X1	,265	,092	,257	2,877	.,005
	Market Orientation X2	,224	,110	,181	2,034	.044
	Social Media X3	,170	,084	,182	2,018	,046

a. Dependent Variable: competitive Advantage

Source: SPSS Data Processing Results, 2025

Based on table 12, it can be concluded that the t test results show that each independent variable, namely Entrepreneurial Orientation (t = 2.877), Market Orientation (t = 2.034) and Social Media (t = 2.018) has a calculated t value of more than t table 1.658 and significance below 0.05, so it can be said that the three independent variables have a partially significant effect on the dependent variable.

Effect of Entrepreneurial Orientation on Competitive Advantage

Based on the results of multiple linear regression calculations, the Entrepreneurial Orientation variable has a regression coefficient of 0.265, which means that each one unit increase in Entrepreneurial Orientation will increase Competitive Advantage by 0.265. This shows that the better the Entrepreneurial Orientation owned by MSME actors, the better the Competitive Advantage. MSME actors who have a good Entrepreneurial Orientation will utilize Innovativeness, Proactiveness and Risk Taking. The t test results show that the t count of 2.877 is greater than the t table of 1.658, and the significance value of 0.005 is smaller than 0.05. Based on these results, it can be concluded that Entrepreneurial Orientation has a significant effect on Competitive Advantage, so the proposed hypothesis is accepted.

Effect of Market Orientation on Competitive Advantage

Based on the results of multiple linear regression calculations, the Market Orientation variable, the regression coefficient obtained is 0.224, which means that every one unit increase in Market Orientation will increase Competitive Advantage by 0.224. Market orientation plays an important message in Competitive Advantage. By having a good Market Orientation, it will build a positive image through the Market Orientation owned by business actors. t test results show that the t count of 2.034 is greater than the t table of 1.658, and the significant value of 0.044 is smaller than 0.05. Thus, it can be concluded that Market Orientation has a significant effect on Competitive Advantage, and the proposed hypothesis is accepted.

Effect of Social Media on Competitive Advantage

Based on the results of multiple linear regression calculations, the Social Media variable has a regression coefficient of 0.170, which means that each increase of one unit of Social Media will increase Competitive Advantage by 0.170. This shows that the better the business actors who utilize Social Media, the better the Competitive Advantage of MSMEs. the t test results show that the t count of 2.018 is greater than the t table of 1.658, and the significance value of 0.046 is smaller than 0.05. This shows that Social Media has a significant effect on Competitive Advantage. This shows that Social Media has a significant effect on Competitive Advantage, so the proposed hypothesis is accepted.

CONCLUSION

Based on the results of data analysis, it can be concluded that there is a positive and significant influence between entrepreneurial orientation on the competitive advantage of Chicken Noodle MSMEs in Sukabumi City, as evidenced by the results of the t test where the calculated t value is greater than the t table. This means that the higher the entrepreneurial orientation such as risk-taking, proactiveness, and innovativeness, the higher the competitive advantage of MSMEs. In addition, market orientation also has a positive and significant effect on competitive advantage, this shows that the significance value meets the requirements (below 0.05), which means that the better the understanding of MSME actors of customer needs and satisfaction, the competitive advantage achieved will also increase. The use of social media is also proven to have a positive and significant influence on competitive advantage, indicated by the calculated t value greater than the t table. This shows that the more active and effective MSMEs are in utilizing social media as a means of promotion and interaction with customers, the stronger their competitive position in the market will be.

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