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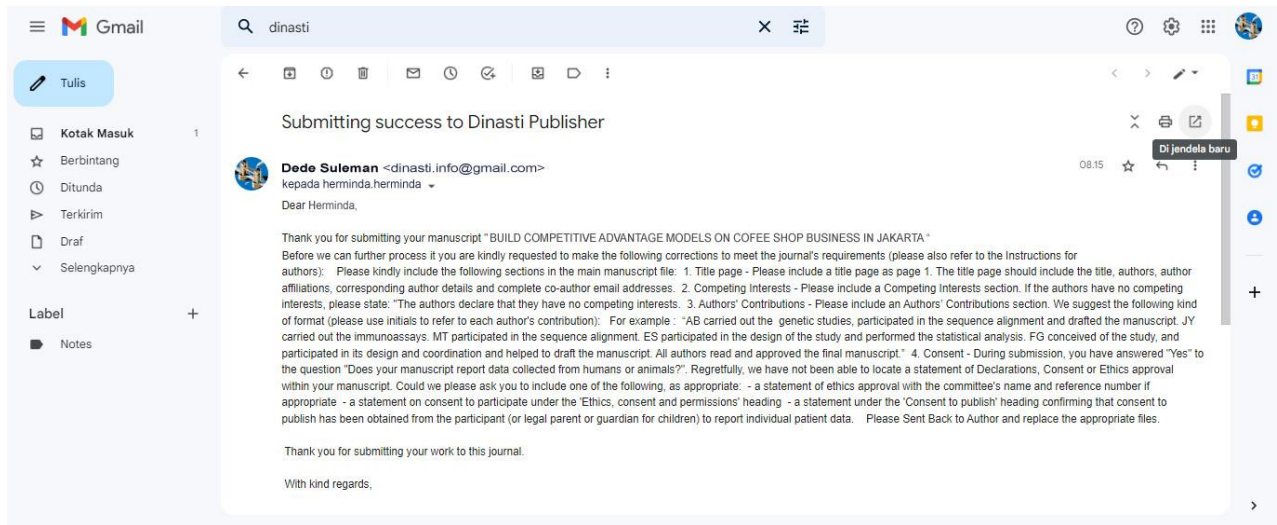
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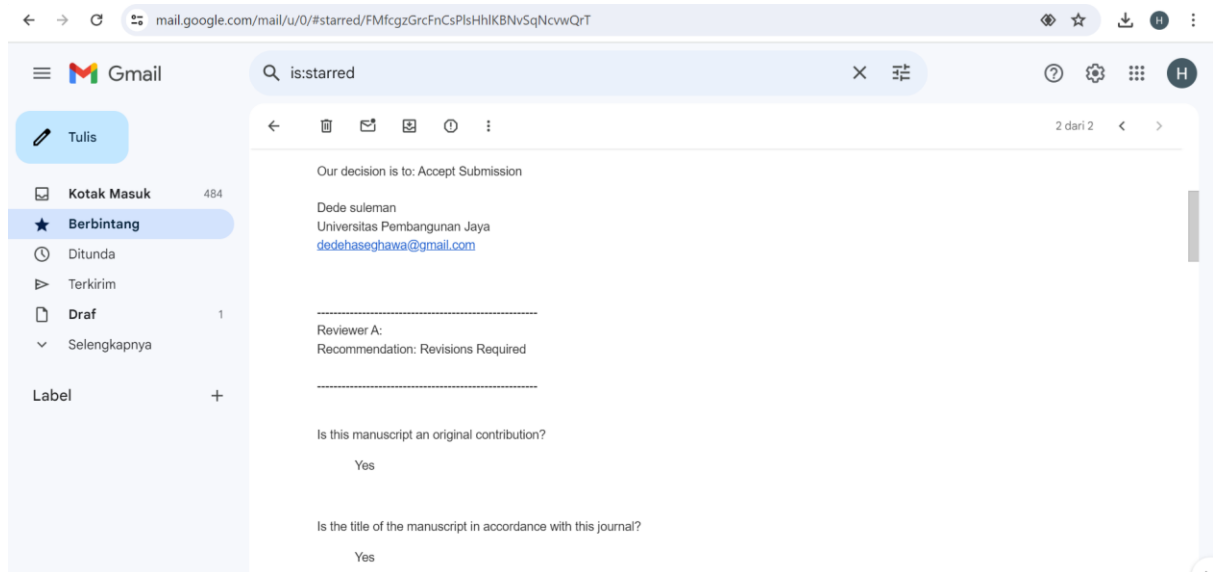
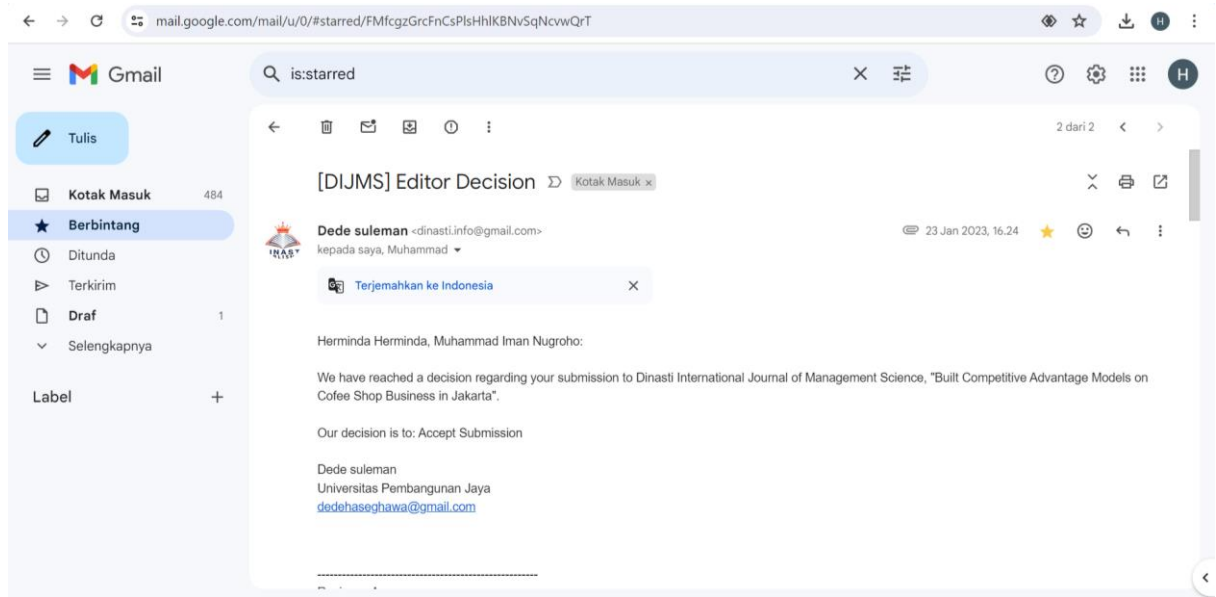
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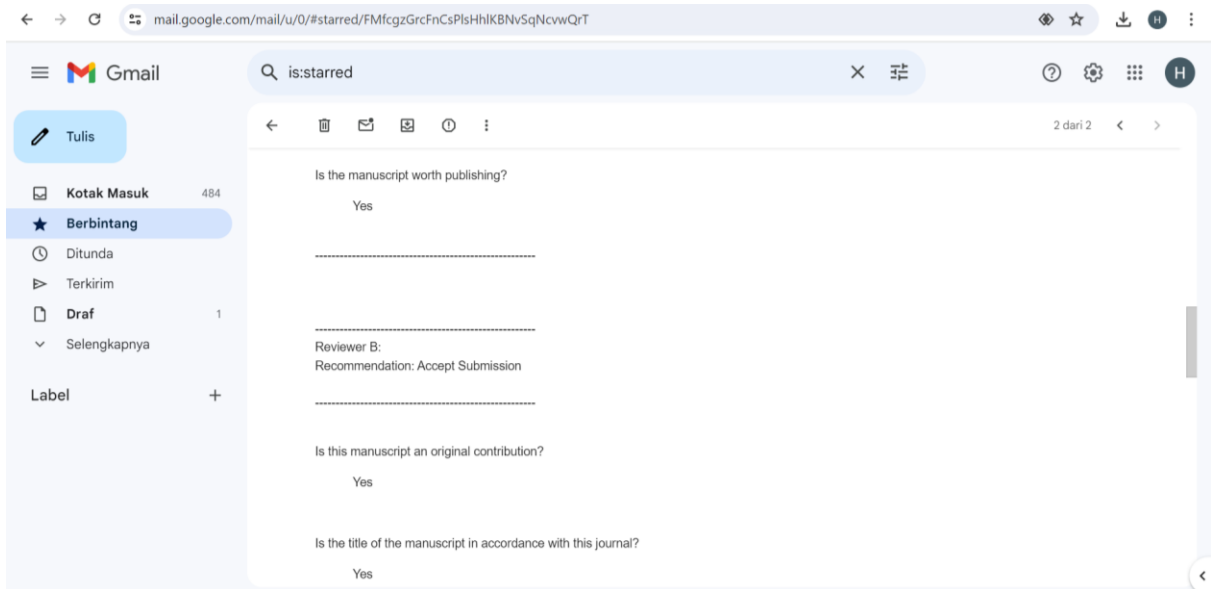
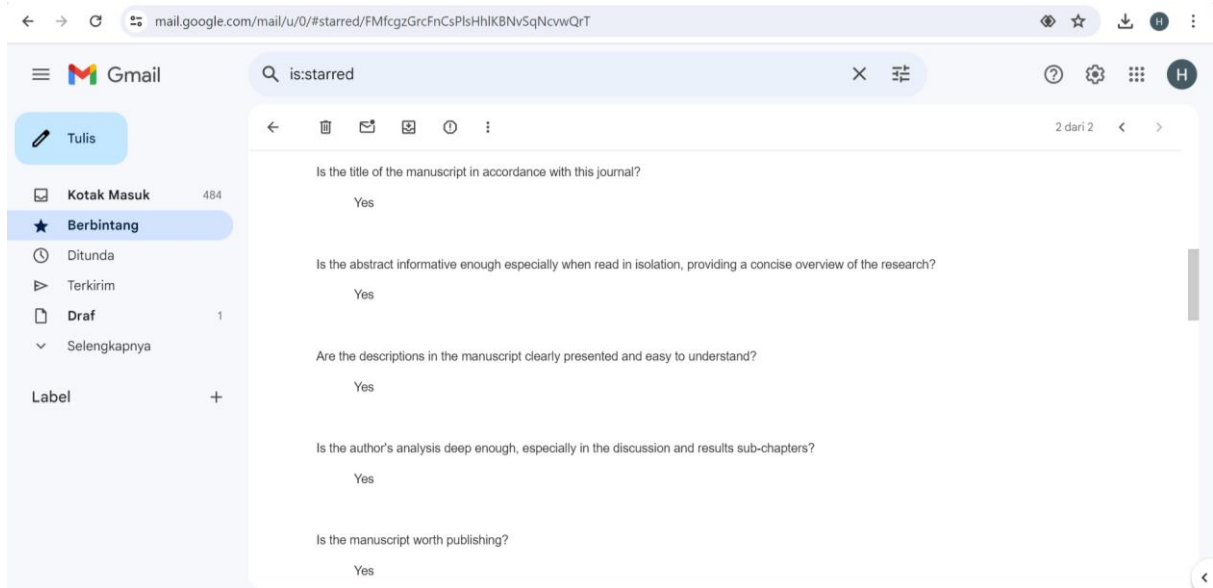
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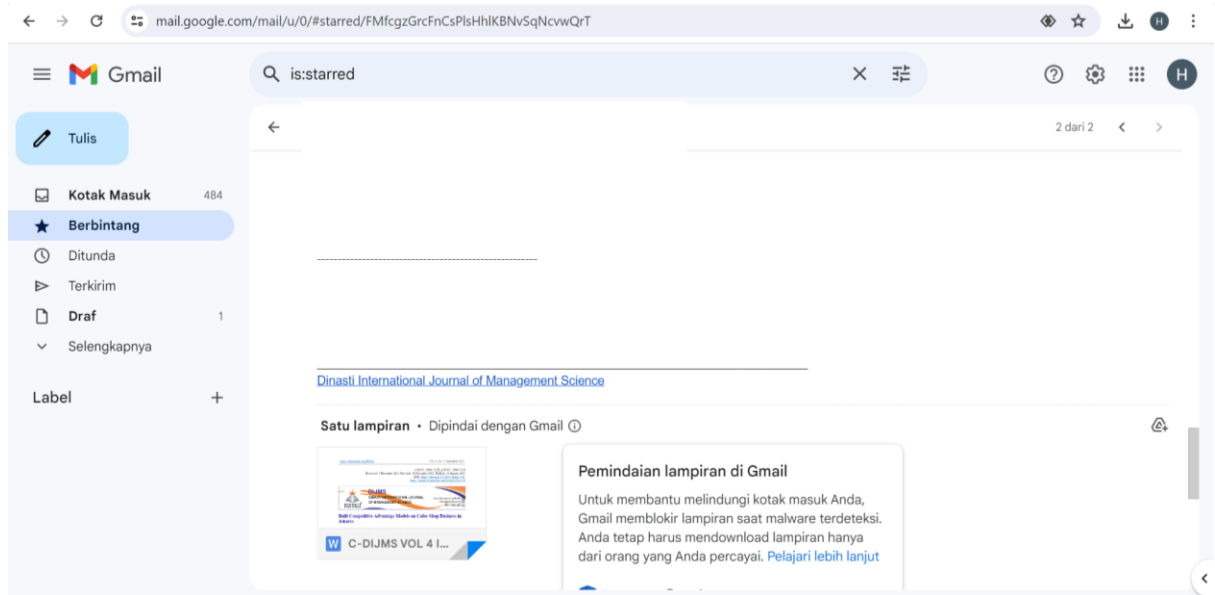
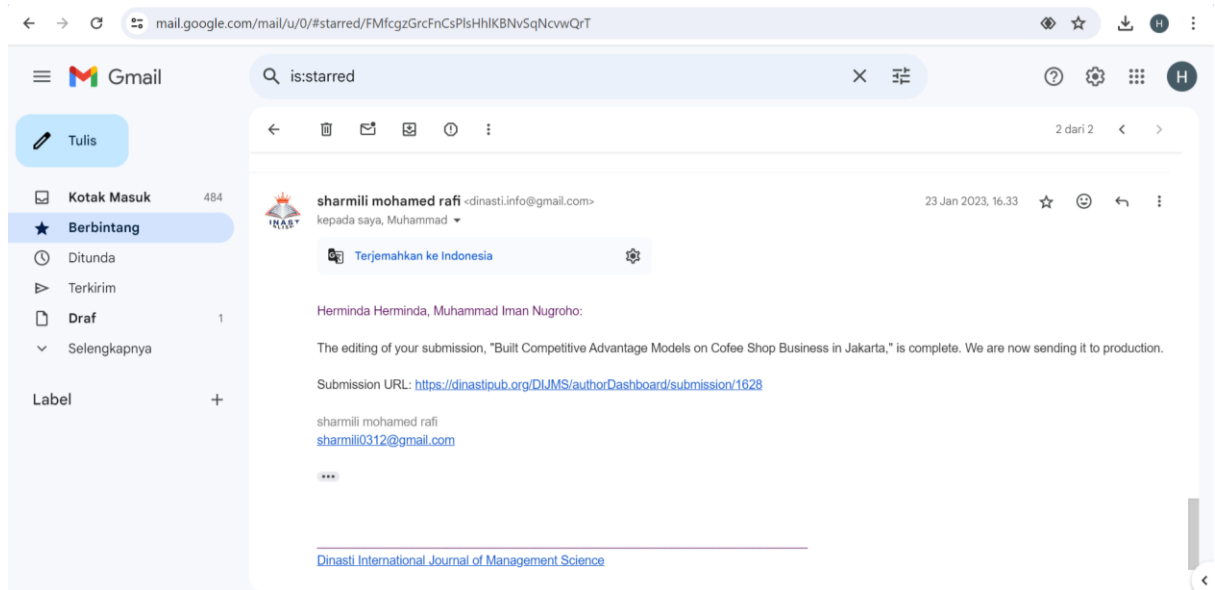
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# Bukti Penerimaan





## Built Competitive Advantage Models on Coffee Shop Business in Jakarta

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**Abstract:** This research is to determine the influence of entrepreneurial orientation, product innovation, and business location on competitive advantage at coffee shops in Jakarta. This study used quantitative research with a data collection method using a closed model questionnaire technique measured by a likert scale by taking a sample of 200 respondents from 296 coffee shop owners who became the population. Approach modeling and data analysis using the Structure Equation Model (SEM) using the Lisrel program version 8.8. The resulting structural equation model is  $KUB = -0.048*OKW + 0.35*INP + 0.53*LOK$ , with an R square of 0.76 (76%) and nilai  $F_{count}$  of  $5.84 \geq 3.84$ , which means that the three free variables are significant to the variable bound it. Thus, the variables of Entrepreneurship Orientation (OKW), Product Innovation (INP) and Business Location (LOK) together affect the competitive advantage (KUB) of coffee shops in Jakarta. The most dominant variable affecting the competitive advantage of coffee shops is the location of the business with a comfortable and safe environment.

**Keywords:** Entrepreneurial Orientation, Product Innovation, Business Location and Competitive Advantage

### INTRODUCTION

The development of the coffee shop business trend in Indonesia is increasing rapidly recently. In fact, it is not just an activity, drinking coffee in a coffee shop, has developed into part of people's lifestyle.

The competition in the coffee shop business is currently getting tougher, along with the increase in coffee consumption in Indonesia. This condition can be seen from the number of coffee shop businesses that have sprung up in several strategic places to enjoy the aroma of coffee, especially in big cities such as Jakarta, for example. As a result, coffee shop business owners have to think about how to build a competitive advantage. The development of the coffee shop business requires business owners to continue to do things that make their